

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 26, 1980

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	WORLD SERIES GAME #6(S)	40.0	31,120
2	WORLD SERIES GAME #2(S)	34.4	26,760
3	WORLD SERIES GAME #1(S)	33.5	26,060
4	WORLD SERIES GAME #3(S)	32.0	24,900
4	WORLD SERIES GAME #5(S)	32.0	24,900
6	WORLD SERIES PRE GAME #6(S)	27.4	21,320
7	CHIPS#	25.4	19,760
8	BIG EVENT	25.1	19,530
9	REAL PEOPLE#	24.3	18,910
10	WORLD SERIES PRE GAME #1(S)	23.9	18,590
10	WORLD SERIES GAME #4(S)	23.9	18,590
12	LOVE BOAT	23.3	18,130
13	WORLD SERIES PRE GAME #2(S)	23.1	17,970
14	COUNTRY MUSIC AWARDS(S)	22.9	17,820
14	DALLAS	22.9	17,820
14	THAT'S INCREDIBLE	22.9	17,820
17	NFL MONDAY NIGHT FOOTBALL	21.9	17,040
18	LAST SONG(S)	21.7	16,880
18	LIFE IS A CIRCUS, C.BROWN(S)	21.7	16,880
18	60 MINUTES	21.7	16,880
21	CHARLIE BROWN-GRT PUMPKIN(S)	21.6	16,800
22	WORLD SERIES PRE GAME #3(S)	21.0	16,340
23	WORLD SERIES PRE GAME #5(S)	20.6	16,030
24	DUKES OF HAZZARD	20.1	15,640

CONT'D

HOUSEHOLDS		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
24	FANTASY ISLAND	20.1	15,640
26	LITTLE HOUSE-PRAIRIE	19.9	15,480
27	M*A*S*H	19.8	15,400
27	NBC MONDAY NIGHT MOVIES	19.8	15,400
29	FATHER FIGURE(S)	19.2	14,940
30	NASHVILLE PALACE(S)	19.0	14,780
31	GAMES PEOPLE PLAY	18.6	14,470
32	DISNEY'S W WORLD SPECIAL(S)	18.4	14,320
33	BUGS BUNNY MYSTERY SPEC(S)	18.1	14,080
33	1970'S EXPLOR. COUNTRY MUS(S)	18.1	14,080
35	LOVE BOAT SPECIAL(S)	18.0	14,000
36	PUFF THE MAGIC DRAGON(S)	17.7	13,770
37	CHARLIE'S ANGELS#	17.6	13,690

CONT'D

TOTAL PERSONS (2+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	WORLD SERIES GAME #6(S)	26.3	54,860
2	WORLD SERIES GAME #5(S)	21.8	45,460
3	WORLD SERIES GAME #2(S)	20.6	42,990
4	CHIPS#	20.5	42,840
5	WORLD SERIES GAME #1(S)	20.1	42,040
6	WORLD SERIES PRE GAME #6(S)	19.2	40,040
7	LIFE IS A CIRCUS, C.BROWN(S)	19.1	39,880
8	WORLD SERIES GAME #3(S)	18.8	39,170
9	CHARLIE BROWN-GRT PUMPKIN(S)	18.7	38,940
10	LOVE BOAT	17.6	36,660
11	THAT'S INCREDIBLE	16.7	34,850
12	BIG EVENT	16.4	34,260
13	REAL PEOPLE#	16.1	33,570
14	DALLAS	15.5	32,270
15	DISNEY'S WONDERFUL WORLD#	15.1	31,620
16	WORLD SERIES PRE GAME #1(S)	14.9	31,160
17	DUKES OF HAZZARD	14.9	31,070
18	NASHVILLE PALACE(S)	14.6	30,510
19	COUNTRY MUSIC AWARDS(S)	14.2	29,740
20	60 MINUTES	14.2	29,620
21	WORLD SERIES GAME #4(S)	14.0	29,320
22	LITTLE HOUSE-PRAIRIE	14.0	29,260
23	WORLD SERIES PRE GAME #2(S)	13.9	29,040
24	PUFF THE MAGIC DRAGON(S)	13.3	27,690

CONT'D

TOTAL PERSONS (2+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
25	FANTASY ISLAND	13.3	27,680
26	LAST SONG(S)	13.3	27,670
27	LOVE BOAT SPECIAL(S)	13.2	27,570
28	FATHER FIGURE(S)	13.2	27,480
29	GAMES PEOPLE PLAY	12.9	27,030
30	WORLD SERIES PRE GAME #3(S)	12.9	26,940
31	NFL MONDAY NIGHT FOOTBALL	12.9	26,850
32	M*A*S*H	12.8	26,620
33	FAT ALBERT HALLOWEEN SPEC(S)	12.7	26,430
34	BUGS BUNNY MYSTERY SPEC(S)	12.6	26,270
35	PUFF THE MAGIC DRAGON(S)	12.5	26,120
36	NBC MONDAY NIGHT MOVIES	12.1	25,320

CONT'D

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NIELSEN AVERAGE AUDIENCE

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #6(S)	27.2	22,170
2	DALLAS	20.7	16,900
3	WORLD SERIES PRE GAME #6(S)	20.0	16,330
4	WORLD SERIES GAME #5(S)	19.9	16,220
5	WORLD SERIES GAME #1(S)	19.3	15,710
6	COUNTRY MUSIC AWARDS(S)	19.2	15,650
7	WORLD SERIES GAME #3(S)	19.1	15,570
8	BIG EVENT	19.0	15,470
9	WORLD SERIES GAME #2(S)	18.9	15,410
10	REAL PEOPLE#	18.6	15,180
11	CHIPS#	18.3	14,900
12	LOVE BOAT	17.9	14,620
13	NBC MONDAY NIGHT MOVIES	17.8	14,520
14	LAST SONG(S)	17.2	14,030
15	FATHER FIGURE(S)	17.0	13,880
16	60 MINUTES	16.6	13,540
17	LITTLE HOUSE-PRAIRIE	16.5	13,470
18	NASHVILLE PALACE(S)	15.5	12,650
19	LIFE IS A CIRCUS, C.BROWN(S)	15.3	12,450
20	THAT'S INCREDIBLE	15.2	12,400
21	FANTASY ISLAND	15.0	12,260
22	CHARLIE BROWN-GRT PUMPKIN(S)	14.8	12,050
23	M*A*S*H	14.5	11,830
24	DUKES OF HAZZARD	14.0	11,420

WOMEN (18+)

		AUDIENCES	
<u>RANK</u>	<u>PROGRAM</u>	<u>% U.S.</u>	<u>NO. (000)</u>
CONT'D			
24	1970'S EXPLO. COUNTRY MUS(S)	14.0	11,420
26	ABC SUNDAY NIGHT MOVIE#	14.0	11,410
27	WORLD SERIES GAME #4(S)	14.0	11,400
28	LOVE BOAT SPECIAL(S)	14.0	11,390
29	ALICE	13.9	11,330
30	JEFFERSONS	13.8	11,270

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #6(S)	36.8	27,020
2	WORLD SERIES GAME #5(S)	31.4	23,020
3	WORLD SERIES GAME #2(S)	30.0	22,010
4	WORLD SERIES GAME #1(S)	29.2	21,410
5	WORLD SERIES GAME #3(S)	25.9	18,980
6	WORLD SERIES PRE GAME #6(S)	23.3	17,090
7	CHIPS#	22.8	16,750
8	NFL MONDAY NIGHT FOOTBALL	21.3	15,660
9	WORLD SERIES GAME #4(S)	20.7	15,170
10	BIG EVENT	19.9	14,580
11	WORLD SERIES PRE GAME #1(S)	19.4	14,260
12	THAT'S INCREDIBLE	17.8	13,070
13	60 MINUTES	17.5	12,860
14	WORLD SERIES PRE GAME #2(S)	17.4	12,800
15	WORLD SERIES PRE GAME #5(S)	17.4	12,780
16	CBS NFL FOOTBALL GAME 1	17.1	12,520
17	REAL PEOPLE#	16.3	11,980
18	NFL FOOTBALL SPECIAL(S)	16.2	11,880
19	WORLD SERIES PRE GAME #3(S)	15.4	11,310
20	NFL FOOTBALL POST-NBC#	14.7	10,800
21	NASHVILLE PALACE(S)	14.6	10,730
22	COUNTRY MUSIC AWARDS(S)	14.5	10,620
23	REAGAN POLITICAL-SUN(S)	14.4	10,560
24	LOVE BOAT	14.2	10,410

CONT'D

MEN (18+)

		AUDIENCES	
<u>RANK</u>	<u>PROGRAM</u>	<u>% U.S.</u>	<u>NO. (000)</u>
CONT'D			
25	NFL FOOTBALL GAME 1-NBC	13.8	10,090
26	NBC THURSDAY NIGHT MOVIES	12.6	9,230
27	LIFE IS A CIRCUS, C.BROWN(S)	12.2	8,940
28	FATHER FIGURE(S)	12.1	8,880
29	GAMES PEOPLE PLAY	12.0	8,800
30	DALLAS	12.0	8,770
31	M*A*S*H	11.9	8,730
32	WAYLON JENNINGS SPECIAL(S)	11.7	8,570
33	LAST SONG(S)	11.6	8,520
34	NCAA FOOTBALL GAME 2#	11.5	8,440

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NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	21.8	11,080
2	WORLD SERIES GAME #6(S)	21.3	10,830
3	CHIPS#	18.7	9,500
4	BIG EVENT	18.7	9,490
5	NBC MONDAY NIGHT MOVIES	18.3	9,290
6	COUNTRY MUSIC AWARDS(S)	18.1	9,180
7	LOVE BOAT	17.4	8,840
8	LAST SONG(S)	17.0	8,660
9	CHARLIE BROWN-GRT PUMPKIN(S)	16.5	8,400
10	LIFE IS A CIRCUS, C.BROWN(S)	16.4	8,330
11	WORLD SERIES GAME #5(S)	16.0	8,140
12	FANTASY ISLAND	15.8	8,040
12	FATHER FIGURE(S)	15.8	8,040
14	REAL PEOPLE#	15.6	7,910
15	THAT'S INCREDIBLE	15.3	7,760
16	WORLD SERIES PRE GAME #6(S)	15.2	7,720
17	WORLD SERIES GAME #1(S)	14.9	7,560
18	DUKES OF HAZZARD	14.3	7,250
19	LITTLE HOUSE-PRAIRIE	14.2	7,240
20	ABC SUNDAY NIGHT MOVIE#	14.2	7,200
20	HART TO HART	14.2	7,200
22	WORLD SERIES GAME #2(S)	14.0	7,120
23	M*A*S*H	13.8	7,040
23	WORLD SERIES GAME #3(S)	13.8	7,040

CONT'D

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	DISNEY'S W WORLD SPECIAL(S)	13.7	6,960
26	LOVE BOAT SPECIAL(S)	13.5	6,880
27	NASHVILLE PALACE(S)	13.3	6,780
28	1970'S EXPLO. COUNTRY MUS(S)	13.2	6,710
29	TAXI	13.2	6,700
30	DISNEY'S WONDERFUL WORLD#	13.0	6,620
30	NBC THURSDAY NIGHT MOVIES	13.0	6,620

CONT'D

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #6(S)	39.3	9,760
2	WORLD SERIES PRE GAME #6(S)	30.1	7,480
3	WORLD SERIES GAME #3(S)	28.1	6,970
4	WORLD SERIES GAME #2(S)	26.6	6,590
5	60 MINUTES	25.2	6,260
6	WORLD SERIES GAME #5(S)	24.9	6,190
7	WORLD SERIES GAME #1(S)	24.5	6,090
8	REAL PEOPLE#	23.5	5,830
9	LITTLE HOUSE-PRAIRIE	22.6	5,610
10	WORLD SERIES PRE GAME #2(S)	20.2	5,000
11	WORLD SERIES GAME #4(S)	19.6	4,860
12	COUNTRY MUSIC AWARDS(S)	19.5	4,830
13	LOVE BOAT	19.3	4,800
14	FATHER FIGURE(S)	19.1	4,740
15	WORLD SERIES PRE GAME #3(S)	18.7	4,630
16	BIG EVENT	18.6	4,620
17	DALLAS	18.5	4,580
18	NASHVILLE PALACE(S)	18.3	4,550
19	NBC FRIDAY NIGHT MOVIE#	18.3	4,540
20	ONE DAY AT A TIME#	18.1	4,490
21	COUNTRY GOLD-FIRST 50 YRS(S)	17.9	4,440
22	LAST SONG(S)	17.6	4,360
23	CHIPS#	17.4	4,310
24	NBC MONDAY NIGHT MOVIES	17.3	4,300

CONT'D

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	CBS EVENING NEWS-CRONKITE	17.1	4,240
25	WORLD SERIES PRE GAME #1(S)	17.1	4,240
27	GOLDIE HAWN SPECIAL(S)	16.9	4,200
28	ALICE	16.5	4,090
28	WHITE SHADOW SPECIAL(S)	16.5	4,090
30	GAMES PEOPLE PLAY	16.1	3,990
31	ARCHIE BUNKER'S PLACE#	16.0	3,980
32	1970'S EXPLO. COUNTRY MUS(S)	16.0	3,970
33	UNBROKEN CIRCLE(S)	15.7	3,900
34	JEFFERSONS	15.6	3,880

CONT'D

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NIELSEN AVERAGE AUDIENCE

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #6(S)	30.5	14,830
2	WORLD SERIES GAME #5(S)	28.4	13,820
3	WORLD SERIES GAME #2(S)	25.2	12,230
4	WORLD SERIES GAME #1(S)	24.1	11,710
5	CHIPS#	24.0	11,640
6	WORLD SERIES GAME #3(S)	20.7	10,070
7	NFL MONDAY NIGHT FOOTBALL	20.5	9,940
8	BIG EVENT	18.8	9,160
9	WORLD SERIES PRE GAME #6(S)	17.5	8,520
10	THAT'S INCREDIBLE	17.5	8,510
11	CBS NFL FOOTBALL GAME 1	17.4	8,480
12	NFL FOOTBALL SPECIAL(S)	16.0	7,780
13	WORLD SERIES GAME #4(S)	15.8	7,680
14	WORLD SERIES PRE GAME #5(S)	15.3	7,430
15	WORLD SERIES PRE GAME #1(S)	15.2	7,370
16	REAGAN POLITICAL-SUN(S)	14.5	7,060
17	NBC THURSDAY NIGHT MOVIES	14.4	6,990
18	COUNTRY MUSIC AWARDS(S)	14.1	6,840
19	LOVE BOAT	13.8	6,700
20	NFL FOOTBALL POST-NBC#	13.8	6,690
21	NFL FOOTBALL GAME 1-NBC	12.7	6,180
22	DISNEY'S WONDERFUL WORLD#	12.6	6,100
23	60 MINUTES	12.5	6,090
24	REAL PEOPLE#	12.2	5,920

MEN 18-49

		AUDIENCES	
<u>RANK</u>	<u>PROGRAM</u>	<u>% U.S.</u>	<u>NO. (000)</u>
CONT'D			
25	WORLD SERIES PRE GAME #3(S)	12.1	5,870
26	DALLAS	12.0	5,830
27	CATASTROPHE(S)	11.9	5,790
28	DUKES OF HAZZARD	11.8	5,720
28	LIFE IS A CIRCUS, C.BROWN(S)	11.8	5,720
30	CHARLIE BROWN-GRT PUMPKIN(S)	11.7	5,710
30	WORLD SERIES PRE GAME #2(S)	11.7	5,710
32	M*A*S*H	11.6	5,640

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #6(S)	50.9	9,830
2	WORLD SERIES GAME #2(S)	42.5	8,210
3	WORLD SERIES GAME #1(S)	41.9	8,100
4	WORLD SERIES GAME #3(S)	40.0	7,740
5	WORLD SERIES GAME #5(S)	37.2	7,200
6	WORLD SERIES PRE GAME #6(S)	36.9	7,130
7	WORLD SERIES PRE GAME #2(S)	31.6	6,100
8	WORLD SERIES GAME #4(S)	31.1	6,010
9	WORLD SERIES PRE GAME #1(S)	28.8	5,560
10	60 MINUTES	26.9	5,200
11	WORLD SERIES PRE GAME #3(S)	24.8	4,790
12	REAL PEOPLE#	24.2	4,680
13	NFL MONDAY NIGHT FOOTBALL	22.3	4,320
14	LITTLE HOUSE-PRAIRIE	21.9	4,230
15	BIG EVENT	21.5	4,160
16	NASHVILLE PALACE(S)	20.3	3,930
17	CHIPS#	19.5	3,760
17	WORLD SERIES PRE GAME #5(S)	19.5	3,760
19	COUNTRY GOLD-FIRST 50 YRS(S)	18.1	3,500
20	THAT'S INCREDIBLE	17.9	3,460
21	FATHER FIGURE(S)	17.3	3,340
22	GAMES PEOPLE PLAY	16.8	3,250
22	NFL FOOTBALL POST-NBC#	16.8	3,250
24	NBC FRIDAY NIGHT MOVIE#	16.4	3,170

CONT'D

MEN 55+

		AUDIENCES	
<u>RANK</u>	<u>PROGRAM</u>	<u>% U.S.</u>	<u>NO. (000)</u>
CONT'D			
25	COUNTRY MUSIC AWARDS(S)	16.3	3,150
26	CBS EVENING NEWS-CRONKITE	16.0	3,100
26	20/20	16.0	3,100
28	ONE DAY AT A TIME#	16.0	3,090
29	LAST SONG(S)	15.9	3,080
30	CBS NFL FOOTBALL GAME 1	15.7	3,040
31	ARCHIE BUNKER'S PLACE#	15.6	3,020

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
WK #	START DAY	DUR	TIME	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)												
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL	6-11										
*EVENING																																						
ABC FRIDAY NIGHT MOVIE												38	189	195			A 15.0	25	1167	1757	684	350																
1 FRI. 8.00P 120 ABC FF												98	99	B 14.1	25	1097																						
2 FRI. 8.00P 146																																						
8.00 - 8.30														A 12.1	21	941	1662	663	320	793	313	484	424	372	239	492	198	329	261	218	148	208	143	169	113	187	130	
8.30 - 9.00														A 14.6	24	1136	1746	688	342	802	346	519	454	353	226	500	217	334	271	208	145	258	140	186	123			
9.00 - 9.30														A 15.7	25	1221	1765	709	356	813	378	533	470	317	225	497	217	342	289	213	134	268	156	187	130			
9.30 - 10.00														A 16.2	26	1260	1748	686	368	771	364	518	479	295	197	517	243	372	317	210	120	259	161	201	132			
10.00 - 10.30														A 18.4	31	1432	1933	674	363	742	387	555	458	305	145	688	358	522	447	297	131	314	157	189	156			
ABC MOVIE SPECIAL(S)												193		A 14.2	22	1105	1799	780	330	860	293	507	456	427	273	632	324	437	336	248	148	182	85	125	89			
1 WED. 8.00P 180 ABC FF												99																										
8.00 - 8.30														A 11.9	19	926	1708	777	307	876	293	454	413	383	335	519	280	345	231	170	145	131	59	182	129			
8.30 - 9.00														A 13.2	20	1027	1735	791	330	895	292	505	429	435	305	521	259	331	260	185	157	162	82	157	104			
9.00 - 9.30														A 14.8	22	1151	1853	785	380	869	282	498	467	461	271	643	361	472	346	241	121	201	97	140	90			
9.30 - 10.00														A 15.3	23	1190	1837	746	340	823	273	486	445	415	261	639	358	468	340	228	130	232	102	143	99			
10.00 - 10.30														A 15.4	23	1198	1806	781	321	844	300	519	463	415	260	697	343	492	388	302	153	191	87	74	63			
10.30 - 11.00														A 14.7	23	1144	1802	804	293	847	310	568	501	435	216	718	312	474	409	335	181	164	74	73	55			
ABC NEWS CLOSEUP(S)												196		A 6.1	10	475	1663	641	381	735	278	466	459	349	188	697	336	519	418	314	113	165	105	66	38			
1 FRI. 10.00P 60 ABC DN												99																										
10.00 - 10.30														A 6.7	11	521	1651	666	407	761	283	463	461	358	216	627	280	460	406	321	101	166	96	97	49			
10.30 - 11.00														A 5.5	9	428	1647	603	339	694	272	468	453	333	147	769	395	580	425	307	127	163	114	21	21			
ABC NEWSBRIEF-M-F												20	187	185	A 16.8	26	1307	1776	682	280	762	302	471	408	338	229	636	263	419	368	302	172	183	96	195	145		
MON. 8.53P 2 ABC N												97	97	B 16.2	26	1260	1773	651	263	723	269	427	376	319	237	672	268	417	367	301	208	180	84	198	141			
1 TUTHF 9.58P 1																																						
1 WED. 10.03P 1																																						
2 TU-TH 9.58P 1																																						
2 FRI. 9.51P 1																																						
ABC NEWSBRIEF-SAT.												4	194	191	A 21.7	37	1688	2005	714	272	782	287	471	387	332	253	562	235	339	301	230	171	265	169	396	298		
1 SAT. 8.58P 1 ABC N												98	98	B 19.8	35	1540	2032	749	291	825	321	506	413	339	264	588	236	348	311	238	189	252	153	367	284			
2 SAT. 9.58P 1																																						
ABC NEWSBRIEF-SUN.												4	192	173	A 12.2	20	949	1910	708	301	734	315	474	413	291	210	684	233	456	409	340	193	128	69	364	217		
1 SUN. 7.58P 1 ABC N												98	93	B 14.4	23	1120	2022	703	286	763	316	470	398	297	245	726	269	481	418	331	211	186	89	347	216			
ABC SUNDAY NIGHT MOVIE												4	196		A 16.0	25	1245	1709	896	390	916	362	578	543	429	258	598	233	371	364	276	164	91	62	104	68		
1 SUN. 8.00P 170 ABC FF												99		B 20.6	32	1603	1911	770	348	839	365	585	487	384	199	678	302	476	424	307	153	207	102	187	133			
8.00 - 8.30														A 14.2	23	1105	1786	866	389	882	357	532	500	389	264	566	218	332	327	264	171	101	58	237	150			
8.30 - 9.00														A 16.2	25	1260	1741	892	392	909	345	566	549	437	254	589	233	355	344	263	168	96	63	147	97			
9.00 - 9.30														A 16.5	25	1284	1744	895	358	912	351	584	558	443	244	653	269	412	415	284	173	77	51	102	64			
9.30 - 10.00														A 16.5	25	1284	1696	898	384	914	375	595	563	427	241	617	237	395	394	297	159	82	53	83	55			
10.00 - 10.30														A 16.0	25	1245	1606	916	400	933	372	607	554	434	256	562	206	358	356	270	143	92	70	19	14			
10.30 - 11.00														A 17.2	29	1338	1661	912	418	950	377	580	527	435	290	590	220	352	337	284	168	95	75	26	26			
ABC WORLD NEWS TONIGHT												19	198	198	A 11.4	22	887	1601	671	224	754	189	309	307	357	363	647	181	303	306	320	275	82	37	118	70		
M-F 6.30P 30 ABC N												99	99	B 11.1	22	864	1621	670	210	752	192	332	324	368	344	648	180	308	308	313	279	90	48	131	85			
ABC WRLD NEWS TONIGHT-SUN												3	150	147	A 7.3	13	568	1590	755	264	768	182	282	325	297	416	627	147	266	301	286	286	59	24	136	71		
1 SUN. 6.30P 30 ABC N												85	77	B 7.3	14	568	1590	731	289	775	188	302	337	321	404	604	146	275	305	288	264	57	24	154	85			
ALICE												48	193	176	A 16.6	27	1291	1804	792	337	879	283	496	458	410	318	568	159	355	339	310	180	157	105	200	144		
1 SUN. 9.07P 30 CBS CS												99	92	B 22.1	35	1719																						
2 SUN. 10.12P 30																																						

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PROGRAM NAME					I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2		AVG. AUD. %	AVG. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
															TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																															
ANDERSON COMMITTEE 1(S)						193			A	19.0	29	1478	1786	543	231	620	192	343	289	325	232	711	293	497	434	397	159	216	84	239	185
2 MON. 8.55P 4 ABC P						99																									
ANDERSON COMMITTEE 5(S)						193			A	9.8	19	762	1685	644	343	700	241	433	409	371	208	646	293	428	387	331	166	195	118	144	112
2 FRI. 10.56P 4 ABC P						99																									
ANDERSON FOR PRES.-MON(S)						194			A	11.6	20	902	1394	725	295	829	325	496	477	358	235	433	146	219	206	206	166	75	30	57	20
2 MON. 10.55P 4 CBS P						98																									
ANDERSON FOR PRES.-TUE 1(S)						161			A	10.8	15	840	1962	827	310	899	401	577	477	365	210	650	222	373	400	377	167	192	53	221	143
2 TUE. 9.55P 4 CBS P						96																									
ANDERSON FOR PRES.-THU 3(S)						190			A	17.0	32	1323	1536	751	305	817	290	505	478	393	255	513	153	286	284	271	183	136	73	70	47
2 THU. 10.56P 4 CBS P						99																									
ANDERSON POLITICAL-MON(S)						201			A	14.9	26	1159	1459	787	305	856	273	496	445	431	312	501	165	243	198	229	241	94	46	8	8
2 MON. 10.55P 5 NBC P						99																									
ANDERSON POLITICAL-FRI(S)						184			A	8.6	16	669	1671	847	189	847	160	406	398	441	376	676	203	328	339	300	300	47	11	101	88
2 FRI. 10.55P 5 NBC P						97																									
ANDERSON POLITICAL-SAT(S)						202			A	11.5	22	895	1742	738	257	787	226	425	436	347	306	760	308	463	453	319	222	135	65	60	60
2 SAT. 10.55P 5 NBC P						99																									
ANGIE						6	184	181	A	11.5	19	895	1692	669	285	747	304	487	422	354	219	498	195	347	281	237	141	167	121	280	187
THU. 8.30P 30 ABC CS						96	94		B	13.2	24	1027																			
ARCHIE BUNKER'S PLACE 45						198			A	13.6	21	1058	1899	786	366	843	188	401	380	403	376	701	186	385	306	323	287	221	105	134	106
1 SUN. 8.07P 30 CBS CS						99			B	19.7	32	1533																			
BABY COMES HOME(S)						182			A	14.9	24	1159	1429	791	310	856	313	533	477	410	292	384	168	257	226	130	117	128	92	61	41
1 THU. 9.00P 120 CBS GD						97																									
9.00 - 9.30									A	14.0	23	1089	1486	789	318	848	313	542	480	384	276	395	151	255	232	150	131	135	96	108	68
9.30 - 10.00									A	14.4	23	1120	1430	802	320	860	321	527	472	402	299	399	159	256	234	144	123	114	83	57	41
10.00 - 10.30									A	15.6	25	1214	1382	777	291	844	315	522	477	414	287	365	170	258	227	124	101	124	85	49	33
10.30 - 11.00									A	15.8	26	1229	1400	790	309	861	303	534	474	427	298	374	187	257	204	107	117	128	98	37	29
BIG EVENT						6	198	204	A	25.1	39	1953	1754	730	300	793	261	486	447	425	237	748	286	470	407	356	214	107	46	106	63
1 SUN. 8.38P 150 NBC FV						98	99		B	21.9	34	1704	1829	742	319	825	305	534	483	408	222	738	296	481	417	344	199	138	63	128	82
2 SUN. 8.00P 180																															
8.00 - 8.30									A	21.3	32	1657	1755	830	332	909	269	528	518	474	305	597	182	304	284	260	239	106	53	143	71
8.30 - 9.00									A	23.6	36	1836	1898	741	309	809	258	492	453	428	247	746	277	459	404	348	222	129	59	214	132
9.00 - 9.30									A	25.8	39	2007	1786	715	300	780	266	486	443	407	227	765	298	490	422	358	211	108	49	133	92
9.30 - 10.00									A	25.6	39	1992	1748	720	295	784	266	483	439	420	231	766	301	490	418	357	213	104	49	94	57
10.00 - 10.30									A	26.2	42	2038	1724	729	297	788	260	489	448	433	230	767	297	495	428	375	208	102	42	67	32
10.30 - 11.00									A	25.8	45	2007	1670	725	298	778	256	480	446	429	228	742	291	466	406	367	204	104	32	46	20
BUGS BUNNY MYSTERY SPEC(S)						189			A	18.1	28	1408	1866	502	211	566	256	375	315	211	155	321	159	263	201	126	47	250	86	729	393
1 WED. 8.00P 30 CBS EA						99																									
CARTER FOR PRESIDENT-THU(S)						184			A	13.3	22	1035	1643	687	293	761	282	458	383	306	253	562	222	340	286	238	207	135	91	185	110
1 THU. 8.54P 4 CBS P						98																									
CARTER/MONDALE COMM. 1(S)						198			A	21.7	32	1688	1959	692	270	748	274	484	414	353	211	746	298	482	413	354	225	148	73	317	235
1 MON. 8.55P 4 ABC P						98																									

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														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11								
															18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+										
EVENING CONT'D																																		
CARTER/MONDALE COMM. 5(S)										198		A	12.6	23	980	1620	886	360	921	322	515	462	436	330	587	214	321	321	271	186	90	69	22	22
1 SUN. 10.50P 6 ABC P										99																								
CARTER/MONDALE COMM. 2(S)										199		A	16.2	31	1260	1820	618	258	723	320	481	402	317	186	607	301	397	353	216	153	258	177	232	165
2 SAT. 10.56P 4 ABC P										99																								
CATASTROPHE(S)										175		A	13.6	22	1058	1853	637	350	660	269	441	421	305	169	769	296	547	480	406	172	104	34	320	216
2 SUN. 8.00P 60 ABC DO										93																								
8.00 - 8.30												A	13.3	21	1035	1864	645	361	667	272	429	414	302	178	768	288	541	485	417	169	101	32	328	206
8.30 - 9.00												A	13.9	23	1081	1832	628	337	649	264	451	423	308	158	767	304	551	476	395	172	103	33	313	227
CBS EVENING NEWS-CRONKITE										20	196	A	13.6	26	1058	1482	709	211	757	149	272	329	346	400	586	119	258	250	302	294	51	32	88	53
M-F 6.30P 30 CBS N										99	99	B	13.0	25	1011	1510	706	214	767	159	281	333	352	404	577	122	261	260	296	279	79	35	87	51
CBS REPORTS(S)										180		A	7.9	12	615	1641	790	341	860	323	535	456	417	245	650	191	329	367	379	207	64	12	67	29
2 TUE. 10.00P 60 CBS DN										98																								
10.00 - 10.30												A	8.7	13	677	1750	825	350	886	347	567	479	430	240	668	189	320	378	397	213	91	21	105	49
10.30 - 11.00												A	7.1	12	552	1493	741	325	819	290	489	427	400	247	622	189	332	354	357	197	33	17	19	17
CBS SAT. NEWS-SCHIEFFER										50	134	A	10.9	22	848	1744	813	220	874	211	342	342	357	445	683	186	270	272	297	340	72	18	115	69
SAT. 6.30P 30 CBS N										84	85	B	9.7	22	755																			
CBS SATURDAY NIGHT MOVIE										15	191	A	14.9	26	1159	1825	705	277	785	252	451	445	423	243	703	265	453	436	383	177	106	55	231	153
1 SAT. 8.30P 150 CBS FF										99	99	B	12.4	25	965																			
2 SAT. 8.30P 114																																		
8.30 - 9.00												A	14.6	25	1136	1861	709	250	795	260	422	404	395	287	668	238	407	402	363	186	116	49	282	178
9.00 - 9.30												A	14.8	25	1151	1879	730	269	821	265	453	466	432	259	695	259	436	434	376	176	102	53	261	174
9.30 - 10.00												A	14.8	25	1151	1834	719	279	794	242	446	469	435	246	697	249	438	446	391	183	96	50	247	163
10.00 - 10.30												A	15.8	28	1229	1747	703	305	764	241	467	460	442	208	705	267	466	434	391	174	100	58	178	131
10.30 - 11.00												A	14.7	28	1144	1767	633	281	720	250	486	426	417	175	784	348	562	484	404	155	129	76	134	84
CBS TUESDAY NIGHT MOVIES										18	179	A	14.2	21	1105	1671	815	297	859	294	548	510	433	247	499	184	337	306	262	133	121	64	192	111
1 TUE. 9.00P 120 CBS FF										99	94	B	15.2	25	1183																			
2 TUE. 8.00P 115																																		
8.00 - 8.30												A	10.8	16	840	1731	721	238	804	297	458	407	350	256	500	176	294	287	220	196	123	65	304	186
8.30 - 9.00												A	11.5	17	895	1818	717	224	780	301	480	422	351	235	487	180	311	311	249	162	148	70	403	238
9.00 - 9.30												A	14.0	20	1089	1776	816	320	874	286	545	513	447	262	497	165	323	299	281	145	137	70	268	154
9.30 - 10.00												A	15.0	21	1167	1705	846	324	890	320	579	525	437	244	501	157	315	308	293	140	144	69	170	102
10.00 - 10.30												A	17.3	26	1346	1467	855	309	868	286	578	555	462	240	483	208	367	302	237	90	80	52	36	16
10.30 - 11.00												A	16.7	27	1299	1462	829	289	842	261	557	548	468	237	510	235	400	319	237	89	77	49	33	11
CBS WEDNESDAY NIGHT MOVIE										25	180	A	16.4	26	1276	1658	741	304	804	329	514	484	349	214	557	217	377	358	266	141	95	54	202	119
WED. 9.00P 115 CBS FF										97	97	B	15.8	26	1229																			
9.00 - 9.30												A	15.9	24	1237	1762	738	300	785	333	507	477	336	197	560	227	381	356	256	135	100	59	317	185
9.30 - 10.00												A	15.9	24	1237	1734	764	317	822	343	532	503	356	210	572	223	376	363	269	149	103	58	237	142
10.00 - 10.30												A	16.7	26	1299	1573	725	296	801	324	510	478	348	219	549	210	373	353	267	141	91	49	132	77
10.30 - 11.00												A	17.3	29	1346	1542	732	297	798	316	502	476	351	222	549	213	378	356	264	140	81	44	114	67
CHARLIE BROWN-GRT PUMPKIN(S)										192		A	21.6	36	1680	2318	677	255	716	294	501	412	316	183	491	178	340	327	250	97	182	77	929	586
2 FRI. 8.30P 30 CBS EA										99																								
CHARLIE'S ANGELS										44		A	17.6	27	1369	1757	669	187	762	244	428	346	328	281	526	160	304	255	271	178	266	159	203	191
2 WED. 9.00P 60 ABC PD										98		B	19.4	31	1509																			
9.00 - 9.30												A	16.8	26	1307	1784	674	191	769	248	437	355	328	284	517	162	301	240	262	177	263	156	235	219
9.30 - 10.00												A	18.3	29	1424	1734	666	184	759	243	423	340	331	281	531	158	307	264	279	179	268	162	176	166

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PROGRAM NAME WK # DAY START TIME DUR NET TYPE										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE WK 1 WK 2		HOUSEHOLD AUDIENCES KEY		AUDIENCE COMPOSITION															
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
																AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		WOMEN					MEN		

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
																WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	TOTAL	WOMEN				
18-	18-	25-	35-	55+	18-	18-	25-	35-	55+																										
EVENING CONT'D																																			
FAT ALBERT HALLOWEEN SPEC(S)										192	A	16.3	26	1268	2084	516	203	556	246	377	375	215	123^	481	208	379	302	200	102^	174^	111^	873	473		
2 WED. 8.00P 30 CBS EA										99																									
FATHER FIGURE(S)										190	A	19.2	29	1494	1839	843	366	929	322	539	487	408	317	594	181	357	314	279	224	158	120^	158^	112^		
2 SUN. 8.12P 120 CBS GD										98																									
8.30 - 9.00											A	17.6	26	1369	1925	841	377	933	315	523	457	393	342	653	208	385	333	287	249	178	128^	161^	109^		
9.00 - 9.30											A	20.2	30	1572	1800	856	374	942	339	555	499	415	308	574	162	333	302	281	227	144^	119^	140^	97^		
9.30 - 10.00											A	19.9	30	1548	1796	854	352	935	328	553	516	424	301	550	164	334	297	271	208	150^	114^	161	125^		
FIRST TIME, SECOND TIME(S)										186	A	10.6	20	825	1793	862	385	877	278^	494	509	470	247^	659	217^	383	364	373	225^	67^	18^	190^	164^		
2 SAT. 10.30P 30 CBS CS										98																									
GAMES PEOPLE PLAY										5	198	197	A	18.6	31	1447	1868	593	186	677	215	340	323	288	275	607	172	343	337	311	224	213	73^	371	237
THU. 8.00P 60 NBC PV										99	95		B	18.0	31	1400	1866	665	237	735	228	386	353	343	289	642	194	358	334	304	244	176	64	313	188
8.00 - 8.30													A	17.9	30	1393	1859	588	182	679	214	335	316	286	281	606	161	332	333	311	229	203	69^	371	237
8.30 - 9.00													A	19.4	32	1509	1857	591	187	668	213	339	323	286	269	604	179	349	336	308	219	218	77^	367	237
GOLDIE HAWN SPECIAL(S)										186	A	15.7	24	1221	1889	720	229	787	249	376	386	293	343	542	185^	312	300	231	194	203	99^	357	247		
2 MON. 8.00P 60 CBS GV										97																									
8.00 - 8.30											A	14.9	23	1159	1876	731	210	787	227	345	366	292	371	557	176^	319	312	250	202^	189^	91^	343	238		
8.30 - 9.00											A	16.5	25	1284	1888	708	245	784	270	402	399	289	319	523	193	302	287	208	187	213	104^	368	254		
HAPPY DAYS										48	198	194	A	16.2	25	1260	1787	579	232	669	343	472	346	227	156	386	202	255	197	119	109	254	161	478	309
TUE. 8.00P 30 ABC CS										99	99		B	19.5	33	1517																			
HART TO HART										35	188	196	A	14.4	22	1120	1668	802	398	921	397	644	515	386	222	464	272	342	261	123	100^	172	92^	111	75^
TUE. 10.00P 55 ABC PD										98	99		B	18.6	31	1447																			
10.00 - 10.30													A	14.4	22	1120	1671	794	393	919	397	638	513	375	224	449	254	324	254	122	107^	183	96^	120	81^
10.30 - 11.00													A	14.5	23	1128	1654	803	399	915	392	644	514	397	219	474	291	360	263	124	91^	161	88^	104^	67^
HEAR ABOUT-JOSH AND KELLY(S)										186	A	11.7	18	910	1625	591	293	692	201^	380	364	338	268	468	164^	291	259^	224^	164^	222^	111^	243^	173^		
1 MON. 8.00P 30 CBS CS										97																									
INCREDIBLE HULK										48	178		A	15.5	26	1206	1864	611	146^	647	233	390	309	272	222	446	192^	282	252	201	97^	209	75^	562	369
1 FRI. 8.00P 60 CBS SF										99			B	15.6	29	1214																			
8.00 - 8.30													A	14.6	25	1136	1759	581	125^	616	220	362	285	260	224	447	187^	266	243	202^	109^	211	76^	485	304
8.30 - 9.00													A	16.4	26	1276	1949	634	162^	668	243	409	328	279	218	442	194	292	257	201	88^	210	75^	629	424
J.CARTER FOR PRES.-3(S)										193	A	14.0	25	1089	1708	799	342	827	253	459	477	451	241	628	201^	365	360	349	203^	67^	33^	186^	165^		
2 SAT. 10.24P 5 CBS P										99																									
JEFFERSONS(B)										191	A	16.4	26	1276	1654	743	254	822	236	437	415	394	331	564	193	332	280	245	205	181^	85^	87^	67^		
1 SUN. 10.07P 30 CBS CS										99																									
JEFFERSONS										48	190	174	A	16.3	28	1268	1795	789	315	888	265	515	486	449	305	575	183	373	336	287	178	175	94^	157	118
1 SUN. 9.37P 30 CBS CS										99	92		B	21.6	34	1680																			
2 SUN. 10.42P 26																																			
LAST SONG(S)										188	A	21.7	38	1688	1639	763	319	831	306	513	477	385	258	505	144	272	277	262	184	166	104^	137^	83^		
2 THU. 9.00P 115 CBS SM										98																									
9.00 - 9.30											A	19.2	33	1494	1640	736	318	789	262	449	449	377	271	489	133^	248	259	251	192	179	122^	183	108^		
9.30 - 10.00											A	20.9	35	1626	1679	768	325	838	308	514	475	379	265	481	129^	257	267	257	181	177	116^	183	114^		
10.00 - 10.30											A	23.0	40	1789	1629	771	309	849	332	546	475	385	250	511	161	288	283	259	171	157	95^	112^	65^		
10.30 - 11.00											A	23.9	43	1859	1622	783	329	849	318	539	507	396	252	540	154	300	302	287	189	152	86^	81^	53^		
LAVERNE & SHIRLEY										28	200	194	A	15.3	22	1190	1838	647	283	720	354	522	413	263	158	353	189	239	211	112	83^	253	168	512	340
TUE. 8.30P 30 ABC CS										98	98		B	17.3	29	1346																			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
																TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL						18-34		18-49		25-54		35-64		55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1980 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
												WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	TOTAL	18- 34	WOMEN		
18- 49	25- 54	35- 64	55+	18- 49	25- 54	35- 64	55+																								
EVENING CONT'D																															
NBC NEWS UPDATE-M-F						20	192	187	A	20.9	33	1626	1776	681	201	736	212	354	341	335	315	696	211	359	337	320	288	126	48	218	149
1 M & TH 8.58P 1 NBC N						95	94	B	19.9	32	1548	1777	720	223	779	249	404	376	348	310	608	185	320	306	288	243	138	66	252	159	
1 TUE. 8.15P 1																															
1 WED. 8.14P 1																															
1 FRI. 8.12P 1																															
2 MWTH 8.58P 1																															
2 TUE. 8.15P 3																															
2 FRI. 9.01P 1																															
NBC NEWS UPDATE-SAT.						4	186	186	A	12.7	22	988	1778	791	245	810	215	389	406	366	339	662	182	331	315	281	290	72^	40^	234	129
1 SAT. 8.59P 1 NBC N						95	95	B	11.6	21	902	1853	835	255	865	219	387	400	378	404	690	204	330	328	321	297	82	32	216	113	
2 SAT. 8.50P 1																															
NBC NEWS UPDATE-SUN.						4	184	186	A	23.8	36	1852	1861	726	300	793	276	492	437	407	231	786	309	495	419	361	229	106	43^	176	115
1 SUN. 9.14P 1 NBC N						95	95	B	20.9	31	1626	1991	752	323	828	303	528	481	414	225	763	287	478	418	366	223	144	72	256	167	
2 SUN. 8.56P 1																															
NBC NIGHTLY NEWS-SAT.						3	138	138	A	9.5	19	739	1819	701	139^	755	175	319	293	325	362	797	124^	331	382	411	378	102^	33^	165	80^
SAT. 6.30P 30 NBC N						83	83	B	8.4	17	654	1775	717	160	804	204	337	292	337	390	735	125	295	343	379	365	89	36	147	69	
NBC NIGHTLY NEWS-SUN.						2		118	A	6.7	11	521	1724	712	240^	866	240^	400^	341^	398^	388^	685	133^	224^	305^	339^	364^	24^	LT	149^	87^
2 SUN. 6.30P 30 NBC N						71	71	B	7.4	13	576	1728	750	194	829	200	366	375	412	387	726	203	320	362	366	326	42	16	131	77	
NBC NIGHTLY NEWS						20	192	202	A	11.8	23	918	1571	718	238	743	175	307	299	328	381	657	185	308	298	280	304	51^	27^	120	64^
M-F 6.30P 30 NBC N						94	97	B	11.7	23	910	1575	730	225	767	176	309	310	342	394	635	167	293	297	287	298	57	29	116	69	
NBC SATURDAY NIGHT MOVIES						6	203	203	A	12.9	22	1004	1855	782	268	838	204	406	427	408	337	714	209	369	368	323	280	96^	49^	207	131
1 SAT. 8.00P 120 NBC FF						99	99	B	13.6	25	1058	1909	813	255	878	242	454	447	416	336	720	216	385	383	355	268	102	39	209	122	
2 SAT. 8.00P 175																															
8.00 - 8.30								A	12.5	22	973	1854	809	253	862	230	413	421	395	343	708	189	345	342	308	305	82^	49^	202	118^	
8.30 - 9.00								A	13.1	23	1019	1876	804	259	865	214	416	437	412	347	678	180	336	332	301	293	90^	55^	243	148	
9.00 - 9.30								A	13.0	22	1011	1862	780	281	836	182	385	428	427	345	728	191	357	370	345	293	81^	36^	217	139	
9.30 - 10.00								A	13.0	22	1011	1871	781	297	846	182	389	410	445	359	722	204	371	367	343	278	86^	36^	217	138	
10.00 - 10.30								A	12.7	22	988	1863	723	247	779	205^	420	423	364	298	751	274	434	423	328	244	147^	69^	186^	126^	
10.30 - 11.00								A	13.5	25	1050	1779	736	264	788	219^	448	457	370	281	738	290	446	437	318	217^	143^	70^	110^	92^	
NBC THURSDAY NIGHT MOVIES						6	186	199	A	16.5	28	1284	1929	639	259	687	320	515	413	301	122	720	334	546	480	349	118	303	120	219	156
1 THU. 9.00P 120 NBC FF						97	98	B	21.7	36	1688	1793	751	278	812	326	523	450	380	222	660	257	441	402	324	172	187	85	134	89	
2 THU. 9.00P 115																															
9.00 - 9.30								A	16.6	27	1291	1953	628	247	680	319	495	388	289	137	721	318	531	476	344	141	295	127	257	181	
9.30 - 10.00								A	16.0	26	1245	1929	640	251	685	322	521	413	295	120	716	324	539	488	348	116	297	122	231	165	
10.00 - 10.30								A	16.4	27	1276	1934	652	273	694	317	522	428	311	118	719	342	557	480	354	106	318	117	203	145	
10.30 - 11.00								A	16.9	29	1315	1919	648	270	696	328	533	430	313	113	727	355	557	476	351	111	308	114	188	132	
NEWSBREAK-M-F						258	166	169	A	15.1	23	1175	1867	663	254	723	252	428	381	314	243	495	180	312	293	231	142	177	86	472	294
1 MTUThF 8.58P 1 CBS N						92	92	B	14.2	23	1105																				
1 WED. 8.28P 1																															
2 MWThF 8.58P 1																															
2 TUE. 8.52P 1																															
NEWSBREAK-SAT.						54	180	178	A	14.0	25	1089	1907	719	269	788	277	420	386	317	299	603	221	359	362	332	166	141	63^	375	268
SAT. 8.28P 1 CBS N						93	93	B	11.4	21	887																				
NEWSBREAK-SUN.						54	178	176	A	17.1	26	1330	1797	804	346	887	287	485	426	385	339	565	157	329	304	285	207	159	116	186	147
CONT'D																															

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PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	WOMEN			MEN									TOTAL FEM.	TOTAL 6-11			
																	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+							
EVENING CONT'D																																	
NEWSBREAK-SUN.-CONT'D																																	
1	SUN.	9.05P	1	CBS	N		94	93	B	19.3	30	1502																					
2	SUN.	9.08P	1																														
NFL FOOTBALL SPECIAL(S)																																	
2	SUN.	9.00P	211	ABC	SE			99	A	16.7	31	1299	1596	452	185	468	172^	284	256	233	139^	915	404	599	559	422	214	137^	10^	76^	65^		
		9.00 - 9.30							A	16.6	25	1291	1730	486	221	505	168^	315	300	261	150^	875	381	579	557	410	211	172^	35^	178^	148^		
		9.30 - 10.00							A	17.8	27	1385	1713	478	212	497	187	302	262	233	156^	916	404	608	572	409	228	177	26^	123^	92^		
		10.00 - 10.30							A	19.4	30	1509	1625	461	205	465	195	315	273	221	104^	920	397	597	578	426	221	172	12^	68^	68^		
		10.30 - 11.00							A	18.4	31	1432	1564	438	157^	443	174	282	255	216	111^	940	418	602	573	433	228	136^	LT	45^	45^		
		11.00 - 11.30							A	16.1	33	1253	1528	440	132^	463	150^	288	260	258	129^	968	469	662	567	411	210	75^	LT	22^	22^		
		11.30 - 12.00							A	15.7	41	1221	1476	410	185^	442	145^	226	208	219	177^	889	375	568	529	433	205	97^	LT	48^	33^		
		12.00 - 12.30							A	13.3	43	1035	1465	432	175^	440	179^	235	203^	213^	160^	863	372	556	497	417	188^	119^	LT	43^	35^		
NFL MONDAY NIGHT FOOTBALL																																	
1	MON.	9.00P	160	ABC	SE		99	99	B	19.8	33	1540	1551	398	171	433	171	272	239	195	126	915	377	582	529	410	263	121	36	82	58		
2	MON.	9.00P	192																														
		9.00 - 9.30							A	22.3	34	1735	1697	469	184	501	188	307	276	228	155	872	336	558	516	426	239	151	48^	173	122		
		9.30 - 10.00							A	23.6	35	1836	1642	429	197	455	174	270	251	214	146	920	354	575	539	451	264	146	38^	121	85		
		10.00 - 10.30							A	23.2	35	1805	1548	390	185	414	160	254	231	196	127	916	359	577	541	438	255	127	42^	91	63^		
		10.30 - 11.00							A	21.6	34	1680	1546	415	205	435	184	282	260	197	116	939	388	591	546	419	261	100	31^	72	52^		
		11.00 - 11.30							A	20.0	37	1556	1526	386	183	442	199	280	241	191	112	947	410	618	553	418	242	93	29^	44^	28^		
		11.30 - 12.00							A	21.0	47	1634	1510	367	186	417	136^	219	207	204	157	943	401	598	537	410	265	101^	29^	49^	36^		
1970'S EXPLO. COUNTRY MUS(S)																																	
2	WED.	10.00P	60	NBC	PC		202	98	A	18.1	31	1408	1502	773	283	809	229	476	452	448	281	530	135^	281	299	326	174	87^	40^	76^	48^		
		10.00 - 10.30							A	17.7	30	1377	1541	782	284	815	231	489	467	453	272	539	135^	279	299	329	188	98^	48^	89^	50^		
		10.30 - 11.00							A	18.4	32	1432	1464	769	280	806	227	464	438	442	291	522	137^	283	299	320	164^	74^	30^	62^	43^		
ONE DAY AT A TIME																																	
1	SUN.	8.37P	30	CBS	CS		45	196	A	16.5	25	1284	1826	785	321	838	256	4^2	382	356	348	606	174^	334	283	283	239	174^	108^	208	166^		
									B	19.3	31	1502																					
PUFF THE MAGIC DRAGON(S)																																	
2	WED.	8.30P	30	CBS	EA		186	99	A	16.6	26	1291	2023	510	199	548	237	386	380	251	103^	463	206	374	303	196	89^	185	136^	827	461		
PUFF THE MAGIC DRAGON(S)																																	
1	WED.	8.30P	30	CBS	EA		187	99	A	17.7	27	1377	2011	560	174	625	324	461	352	223	128^	324	171^	252	206	131^	58^	222	97^	840	468		
REAGAN/BUSH COMM. 1(S)																																	
1	TUE.	10.56P	4	ABC	P		197	99	A	9.7	16	755	1694	829	389	926	421	652	481	363	232^	525	341	383	220^	76^	125^	138^	72^	105^	57^		
REAGAN/BUSH COMM. 3(S)																																	
1	SAT.	10.56P	4	ABC	P		199	98	A	17.1	33	1330	1639	754	278	815	349	520	406	323	233	470	237	322	246	149^	133^	171^	92^	183	134^		
REAGAN/BUSH COMM. 2(S)																																	
2	TUE.	10.56P	4	ABC	P		201	99	A	11.2	19	871	1642	803	400	928	381	670	535	445	196^	447	262^	332	279	139^	94^	164^	91^	103^	77^		
REAGAN/BUSH COMM. 6(S)																																	
2	FRI.	10.26P	29	ABC	P		197	99	A	9.1	17	708	1784	663	340	719	297^	488	439	350	184^	644	323^	453	404	295^	142^	241^	149^	180^	142^		
REAGAN/BUSH POLITICAL-THU(S)																																	
2	THU.	10.55P	5	NBC	P		197	98	A	9.3	17	724	1628	573	306^	608	252^	403	345	298^	143^	707	328^	508	426	296^	173^	229^	71^	84^	84^		
REAGAN FOR PRESIDENT-WED(S)																																	
1	WED.	10.56P	4	CBS	P		182	97	A	10.2	17	794	1558	822	302	908	361	621	518	399	245^	414	202^	302	243^	151^	100^	115^	85^	121^	84^		

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	WOMEN 18-25-35-49 54 64			55+	TOTAL	18-34	MEN 18-25-35-49 54 64			55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																																	
REAGAN FOR PRESIDENT-FRI(S)						187			A	13.3	23	1035	1704	850 244	1013 480 696 521 395 247	383 158^ 274 234 170^ 95^	162^ 110^	146^ 85^															
1 FRI. 10.56P 4 CBS P						99																											
REAGAN FOR PRESIDENT-SUN(S)						194			A	10.1	18	786	1482	697 212^	774 175^ 353 360 372 356	612 193^ 313 280^ 280^ 271^	61v 36v	35v 29v															
1 SUN. 10.37P 30 CBS P						99																											
REAGAN FOR PRES.-10.56PM(S)						185			A	15.4	28	1198	1458	629 273	666 214 366 405 337 209	640 179^ 403 419 357 197^	80^ 30v	72^ 36v															
2 WED. 10.56P 4 CBS P						98																											
REAGAN FOR PRES.-FRI(S)						192			A	19.5	37	1517	1793	864 368	913 380 554 434 370 289	542 206 335 276 239 176	165 90^	173 147^															
2 FRI. 10.56P 4 CBS P						97																											
REAGAN POLITICAL-MON(S)						186			A	13.1	22	1019	1632	948 279	1025 366 596 496 494 339	437 163^ 274 196^ 188^ 152^	97^ 85^	73^ 45v															
1 MON. 10.55P 5 NBC P						97																											
REAL PEOPLE						5	213		A	24.3	39	1891	1775	728 301	802 264 419 380 389 307	633 174 312 320 348 248	120^ 29v	220 136															
2 WED. 8.00P 60 NBC PV						99			B	23.5	39	1828	1850	754 301	810 274 449 415 377 281	611 194 341 331 295 219	169 71	260 155															
8.00 - 8.30									A	23.1	37	1797	1761	738 308	817 262 419 378 402 319	613 174 303 305 328 243	117^ 27v	214 130^															
8.30 - 9.00									A	25.6	40	1992	1779	717 295	786 263 416 379 377 299	648 173 318 333 366 251	120 31^	225 140															
60 MINUTES						6	201 200		A	21.7	34	1688	1755	736 313	802 193 349 369 383 370	762 223 360 356 374 309	116 60^	75 45^															
1 SUN. 7.07P 60 CBS DN						99	99		B	23.0	38	1789	1721	751 305	821 224 373 365 361 374	736 222 371 362 358 285	92 42	72 48															
2 SUN. 7.12P 60																																	
7.00 - 7.30									A	12.4	20	965	1736	713 391	777 185^ 342 386 393 331	756 255 359 375 349 269	118^ 65^	85^ 67^															
7.30 - 8.00									A	23.6	37	1836	1723	730 303	789 189 336 359 372 372	779 219 359 365 386 324	95 49^	60^ 39^															
STEVE ALLEN COMEDY HOUR(S)						200			A	14.2	26	1105	1652	719 337	797 197^ 369 395 388 344	608 202^ 355 335 320 200^	127^ 43v	120^ 82^															
1 SAT. 10.00P 60 NBC CV						98																											
10.00 - 10.30									A	14.8	26	1151	1610	703 302	776 175^ 347 373 388 350	613 213 367 342 320 194^	81^ 9v	140^ 104^															
10.30 - 11.00									A	13.6	26	1058	1688	733 374	817 218^ 390 420 392 336	601 189^ 341 330 317 206^	173^ 78^	97^ 57v															
TAXI						46	201 201		A	14.5	21	1128	1664	707 332	833 397 594 450 338 194	435 227 308 243 156 98^	227 139	169 116															
TUE. 9.30P 30 ABC CS						99	99		B	20.9	33	1626																					
THAT'S INCREDIBLE						6	191 199		A	22.9	35	1782	1956	625 268	696 234 436 395 360 200	733 297 477 433 370 193	187 83	340 254															
MON. 8.00P 53 ABC PV						96	98		B	20.2	31	1572	1871	637 248	683 225 404 383 340 210	732 289 457 404 323 219	189 79	267 198															
8.00 - 8.30									A	22.1	34	1719	1964	630 272	703 240 440 405 359 194	741 305 474 430 365 199	183 81	337 245															
8.30 - 9.00									A	24.0	36	1867	1939	615 263	684 227 426 384 356 203	721 285 479 432 374 190	193 86	341 263															
THOSE AMAZING ANIMALS						6	187 176		A	12.5	20	973	1881	701 287	726 290 438 399 286 233	624 218 397 364 301 195	142 68^	389 235															
SUN. 7.00P 60 ABC PV						98	93		B	13.6	23	1058	2033	712 287	787 301 484 421 327 250	654 239 422 384 307 189	202 102	390 254															
7.00 - 7.30									A	11.0	18	856	1860	720 292	744 282 424 392 285 265	590 203 352 320 279 203	147 66^	379 226															
7.30 - 8.00									A	14.0	23	1089	1891	688 281	713 295 452 403 285 208	650 231 433 399 315 185	131 67^	397 240															
THREE'S COMPANY						49	199 200		A	16.0	23	1245	1724	668 315	781 384 526 407 288 198	387 214 263 209 117 93^	231 135	325 213															
TUE. 9.00P 30 ABC CS						98	99		B	23.7	37	1844																					
TIM CONWAY SHOW						6	197 191		A	16.5	30	1284	1961	737 290	794 261 426 412 353 290	607 215 370 373 339 160	162 67^	398 276															
SAT. 8.00P 30 CBS CV						99	98		B	14.5	27	1128	1919	715 254	789 238 403 387 361 319	595 200 363 367 320 178	163 79	372 259															
20/20						5	197 199		A	16.3	28	1268	1622	799 238	838 288 477 451 398 284	652 222 373 322 305 245	82^ 43^	50^ 30^															
1 THU. 10.00P 55 ABC DN						99	99		B	14.1	24	1097	1642	766 220	816 318 492 437 352 253	670 242 398 351 299 225	107 60	49 32															
2 THU. 10.00P 60																																	
10.00 - 10.30									A	16.6	28	1291	1646	807 241	846 295 484 452 397 283	648 215 368 312 307 247	88^ 48^	64^ 41^															
10.30 - 11.00									A	15.9	28	1237	1605	797 237	832 284 472 453 397 281	661 234 382 339 304 242	77^ 37^	35^ 22v															
UNBROKEN CIRCLE(S)						178			A	12.9	19	1004	1624	679 307	822 132^ 335 385 422 388	541 109^ 257 312 334 211^	75^ 41v	186^ 79^															
CONT'D																																	

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PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																			
WK	START	DUR	NET TYPE			K	AVG	AVG	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
#	DAY	TIME		PROG	WK 1	WK 2	F	SHARE	PERSONS OF	WOMEN					MIN					TEENS		CHILDREN						
							%	%	(0,000)	TOTAL	LADY WORK- PERSONS OF ING		18-	18- 25-	35-	TOTAL	18-	18- 25-	35-	TOTAL FEM		TOTAL 6-11						
EVENING CONT'D																												
UNBROKEN CIRCLE(S)-CONT'D																												
1	TUE.	8.00P	60	CBS GV	99		A 12.5	19	973	1618	673	298	809	136^	335	373	398	386	544	118^	244	314	312	219^	62^	39^	203^	90^
		8.00 - 8.30					A 13.2	19	1027	1630	687	316	836	129^	336	396	447	391	538	100^	267	309	353	204^	87^	41^	169^	68^
		8.30 - 9.00																										
VEGA\$					41	190	A 14.6	25	1136	1633	728	261	826	292	470	412	337	285	576	271	377	264	227	180^	140^	64^	91^	83^
2	WED.	10.00P	55	ABC PD	97		B 18.7	32	1455																			
		10.00 - 10.30					A 14.9	25	1159	1664	742	253	840	286	477	413	349	294	562	256	366	264	224	180^	146^	69^	116^	103^
		10.30 - 11.00					A 14.1	25	1097	1613	720	275	819	303	466	416	324	279	601	293	396	270	234	180^	132^	59^	61^	61^
WAYLON JENNINGS SPECIAL(S)					194		A 16.8	29	1307	1768	754	219	824	274	467	460	415	267	656	221	384	389	348	205	117^	82^	171^	127^
2	THU.	9.00P	60	ABC GV	98		A 16.2	28	1260	1793	764	219	841	278	472	466	412	276	625	206	380	370	333	193	128^	92^	199	152^
		9.00 - 9.30					A 17.5	30	1362	1728	737	216	801	271	461	450	413	255	677	233	385	405	358	210	105^	70^	145^	103^
		9.30 - 10.00																										
WHITE SHADOW SPECIAL(S)					184		A 16.0	27	1245	1642	706	266	780	261	420	361	310	299	562	194	304	260	251	230	135^	81^	165^	90^
1	THU.	8.00P	54	CBS GD	98		A 15.5	26	1206	1641	708	259	775	240	394	343	312	320	564	182^	299	247	256	242	138^	84^	164^	83^
		8.00 - 8.30					A 16.5	27	1284	1657	708	275	790	287	454	381	308	280	565	209	314	280	250	217	133^	80^	169^	97^
		8.30 - 9.00																										
WHITE SHADOW SPECIAL(S)					185		A 16.6	28	1291	1791	759	296	809	208	398	406	367	317	521	146^	245	277	244	201	202	108^	259	152^
2	THU.	8.00P	60	CBS GD	99		A 15.7	27	1221	1744	763	277	811	193^	373	399	365	335	514	136^	242	270	251	201	184^	100^	235	132^
		8.00 - 8.30					A 17.6	30	1369	1815	747	309	798	216	410	412	364	297	527	158^	247	283	236	200	215	117^	275	166^
		8.30 - 9.00																										
WKRP IN CINCINNATI(B)					190		A 15.0	22	1167	1527	603	264	691	292	411	424	301	204	526	219	306	264	175^	179^	143^	78^	167^	79^
2	MON.	9.30P	30	CBS CS	98																							
WORLD SERIES PRE GAME #1(S)					221		A 23.9	39	1859	1676	555	151	601	156	276	310	320	228	768	241	397	386	367	300	137	26^	170	88^
1	TUE.	8.00P	15	NBC SC	99																							
WORLD SERIES GAME #1(S)					221		A 33.5	52	2606	1613	550	179	602	170	289	290	298	234	821	269	448	425	387	311	110	31^	80^	53^
1	TUE.	8.16P	203	NBC SE	99		A 30.8	47	2396	1591	521	146	552	147	240	278	272	223	788	255	430	417	369	295	123	29^	128	74^
		8.30 - 9.00					A 33.7	50	2622	1631	558	171	603	171	282	283	292	243	814	264	440	429	377	312	122	25^	92	60^
		9.00 - 9.30					A 35.4	51	2754	1676	570	187	622	181	305	296	305	240	843	270	454	439	402	320	106	32^	105	78^
		9.30 - 10.00					A 36.3	53	2824	1638	559	180	614	167	299	296	309	241	837	275	452	429	403	321	109	37^	78^	55^
		10.00 - 10.30					A 35.0	53	2723	1566	531	172	580	149	273	280	299	232	824	271	452	424	393	314	105	30^	57^	43^
		10.30 - 11.00					A 33.3	58	2591	1596	578	213	642	205	339	310	309	223	848	294	482	431	391	310	94	32^	12^	9^
		11.00 - 11.30																										
WORLD SERIES PRE GAME #2(S)					221		A 23.1	39	1797	1616	582	204	619	142	254	281	295	278	712	186	318	310	352	339	117^	39^	168	130^
1	WED.	8.00P	17	NBC SC	99																							
WORLD SERIES GAME #2(S)					221		A 34.4	53	2676	1607	543	190	577	149	267	273	277	246	823	278	458	414	380	307	111	28^	96	80^
1	WED.	8.17P	201	NBC SE	99		A 30.0	47	2334	1639	557	184	592	151	262	290	285	244	775	231	395	366	367	329	115	38^	157	116
		8.30 - 9.00					A 34.2	52	2661	1632	553	187	582	158	277	274	271	246	808	249	430	403	385	320	110	22^	132	107
		9.00 - 9.30					A 36.5	54	2840	1589	539	192	569	150	269	273	265	238	821	264	453	419	387	308	99	16^	100	82^
		9.30 - 10.00					A 37.0	54	2879	1585	517	182	545	130	238	252	265	247	848	285	482	439	406	303	123	26^	69^	63^
		10.00 - 10.30					A 37.3	56	2902	1632	530	185	568	147	264	257	275	252	873	323	519	456	398	295	118	35^	73^	66^
		10.30 - 11.00					A 37.8	62	2941	1579	548	205	588	156	282	280	294	247	835	322	492	435	353	280	114	31^	42^	41^
		11.00 - 11.30																										
WORLD SERIES PRE GAME #3(S)					221		A 21.0	38	1634	1649	588	164	650	183	289	272	299	282	692	198	359	353	330	293	157	38^	150	102^
1	FRI.	8.00P	15	NBC SC	99																							

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24			

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PROGRAM NAME		WK #	DAY	START TIME	DUR	NET	TYPE	I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
															AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
LATE FRINGE CONT'D																																			
CBS SUNDAY NEWS-BRADLEY								52	122	124			A	6.7	16	521	1380	747	122^	798	207^	401	415	369	360	582	226^	352	288	279	211^	LT	LT	LT	
1 SUN. 11.07P					15	CBS N			70	71			B	8.2	17	638																			
2 SUN. 11.12P					15																														
CHARLIE'S ANGELS-11.30								4	174	172			A	4.3	18	335	1269	665	53^	689	226^	316^	323^	386	241^	484	221^	337^	250^	224^	129^	96^	LT	LT	
1 THU. 11.50P					69	ABC PD			94	94			B	4.4	20	342	1278	591	207	667	279	424	333	346	172	559	203	351	305	280	178	52	LT	LT	
2 THU. 11.50P					68																														
12.00 - 12.30													A	4.4	18	342	1237	656	58^	676	184^	284^	341^	404	244^	477	219^	358	261^	211^	119^	84^	LT	LT	
12.30 - 1.00													A	4.1	22	319	1185	672	16^	681	235^	304^	308^	379	248^	424	221^	270^	185^	181^	123^	80^	LT	LT	
DECISION '80-SUN								4	130	130			A	3.7	12	288	1434	642	256^	722	225^	405^	410^	417^	205^	666	242^	408^	372^	330^	184^	46^	21^	LT	LT
1 SUN. 11.43P					30	NBC P			80	80			B	3.6	11	280	1120	481	236	566	193	313	333	312	157	530	221	338	318	234	155	24	LT	LT	
2 SUN. 11.30P					30																														
FRIDAYS								3	175	176			A	6.6	18	513	1421	473	226^	550	265	373	341	234^	113^	582	395	481	374	145^	64^	209^	138^	80^	44^
FRI. 11.30P					70	ABC GV			95	96			B	6.6	19	513	1487	480	221	540	269	381	320	237	92	640	384	540	428	222	63	226	140	81	50
11.30 - 12.00													A	7.1	16	552	1629	555	229	660	320	443	381	285	142^	655	394	491	431	199^	111^	189^	124^	125^	68^
12.00 - 12.30													A	6.5	20	506	1237	392	222^	450	225^	313	317	195^	76^	522	397	473	340	102^	23^	230^	153^	35^	12^
J.CARTER FOR PRES.-2(S)										171			A	9.1	26	708	1504	691	357	839	393	528	496	317^	209^	547	292^	337	285^	162^	164^	73^	41^	45^	45^
2 THU. 11.30P					4	CBS P				93																									
J.CARTER FOR PRES.-4(S)										184			A	12.6	28	980	1531	813	389	926	251	530	539	517	308	520	174^	367	321	261	153^	85^	19^	LT	LT
2 SUN. 11.08P					4	CBS P				97																									
LATE MOVIE I								19	156	157			A	5.3	19	412	1308	618	275	695	272	465	420	357	143	526	230	361	340	272	114^	55^	33^	32^	27^
1 MON. 11.30P					73	CBS FF			89	88			B	5.4	20	420	1269	589	262	677	257	442	419	351	150	509	217	341	315	259	128	57	28	26	22
1 TUE. 12.04A					71																														
1 WED. 12.01A					75																														
1 THU. 11.30P					67																														
1 FRI. 11.30P					119																														
2 MON. 11.30P					72																														
2 TUE. 11.36P					73																														
2 WED. 12.00M					72																														
2 THU. 11.36P					69																														
2 FRI. 11.30P					63																														
11.30 - 12.00													A	6.8	18	529	1352	625	275	733	288	464	418	355	174	509	219	328	299	252	125	75^	46^	35^	32^
12.00 - 12.30													A	5.1	19	397	1330	622	275	710	282	487	436	371	130^	540	244	373	358	270	107^	53^	27^	27^	18^
12.30 - 1.00													A	4.2	20	327	1183	577	205	577	199	390	363	338	129^	538	199	376	403	333	123^	22^	22^	46^	46^
1.00 - 1.30													A	6.0	27	467	1375	669	326^	669	279^	465^	454^	351^	142^	576	268^	441^	419^	308^	105^	29^	29^	101^	101^
LATE MOVIE II								14	158	154			A	3.3	21	257	1144	497	229	595	276	412	338	280	86^	494	242	381	339	233	82^	47^	31^	LT	LT
1 MON. 12.43A					42	CBS FF			90	87			B	3.4	21	265	1202	551	249	650	287	436	410	317	113	482	223	356	329	235	100	55	25	LT	LT
1 TUE. 1.15A					47																														
1 THU. 12.45A					41																														
2 MON. 12.42A					40																														
2 TUE. 12.49A					42																														
2 THU. 12.45A					36																														
2 FRI. 12.33A					43																														
12.30 - 1.00													A	2.8	12	218	1151	647^	129^	647^	312^	472^	335^	275^	110^	248^	179^	179^	248^	69^	LT	224^	114^	32^	LT
1.00 - 1.30													A	3.6	26	280	1100	457	249	557	289	357	308	240	74^	508	283	401	318	203^	79^	35^	25^	LT	LT
1.30 - 2.00													A	1.9	18	148	1054^	351^	LT	351^	LT	277^	277^	74^	74^	703^	250^	703^	703^	453^	LT	LT	LT	LT	
LOVE BOAT-11.30								3	172	173			A	5.5	23	428	1297	763	164^	761	244^	405	401	365	243^	411	166^	225^	201^	218^	137^	103^	48^	22^	22^
CONT'D																																			

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																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	TEENS (12-17) FEM.	CHILDREN (2-11) TOTAL 6-11			
LATE FRINGE CONT'D																															
LOVE BOAT-11.30-CONT'D																															
1	WED.	11.51P	68	ABC	CS		94	93	B	5.3	23	412	1306	704	159	721	247	388	407	364	208	456	214	270	198	221	152	114	36	15	15
2	WED.	11.51P	69						A	5.9	23	459	1303	782	168	785	254	411	425	379	237	400	165	198	182	211	144	98	53	20	20
		12.00 - 12.30							A	5.3	27	412	1201	708	121	706	209	371	376	345	250	395	157	238	220	214	116	87	51	13	13
		12.30 - 1.00							A	5.3	27	412	1201	708	121	706	209	371	376	345	250	395	157	238	220	214	116	87	51	13	13
MIDNIGHT SPECIAL																															
1	FRI.	1.30A	90	NBC	PC		93	93	A	3.5	22	272	1169	305	107	371	250	272	221	121	29	559	345	470	334	202	74	166	22	73	73
2	FRI.	12.30A	90						B	3.5	20	272	1033	298	134	332	210	260	218	106	30	455	274	365	261	170	75	209	58	37	37
		12.30 - 1.00							A	3.9	17	303	1244	307	221	372	214	267	265	158	68	571	356	481	359	215	90	222	LT	79	79
		1.00 - 1.30							A	3.2	18	249	940	185	169	233	193	193	116	40	40	466	257	381	285	209	85	189	LT	52	52
		1.30 - 2.00							A	3.5	22	272	1206	368	111	441	287	323	246	154	30	560	343	476	375	187	66	150	33	55	55
		2.00 - 2.30							A	3.8	29	296	1264	297	LT	415	348	348	206	67	LT	642	412	553	339	230	51	123	LT	84	84
		2.30 - 3.00							A	3.1	34	241	1033	282	LT	282	149	149	233	133	LT	506	332	432	262	174	74	141	75	104	104
NBC LATE NIGHT MOVIE																															
1	SUN.	12.13A	117	NBC	FF		49	49	A	1.3	7	101	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
2	SUN.	12.00M	76						B	1.4	8	109	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
		12.00 - 12.30							A	1.2	5	93	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
		12.30 - 1.00							A	1.4	7	109	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
		1.00 - 1.30							A	1.6	10	124	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
		1.30 - 2.00							A	1.3	10	101	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
POLICE WOMAN-WED.																															
1	WED.	12.59A	31	ABC	OP		93	92	B	3.1	22	241	1332	588	220	589	315	352	250	230	177	547	257	394	305	261	153	167	64	29	29
2	WED.	1.04A	32																												
		1.00 - 1.30																													
POLICE WOMAN-THU.																															
1	THU.	12.59A	15	ABC	OP		93	92	B	3.0	21	233	1010	549	124	558	222	279	160	220	233	452	124	236	168	288	181	LT	LT	LT	LT
2	THU.	1.02A	41																												
		1.00 - 1.30							A	2.7	20	210	929	543	LT	543	119	119	252	229	291	386	190	190	LT	196	196	LT	LT	LT	LT
REAGAN/BUSH COMM. 4(S)																															
2	THU.	12.58A	4	ABC	P			168	A	3.1	20	241	863	556	LT	556	133	150	353	282	203	307	137	154	LT	170	153	LT	LT	LT	LT
REAGAN FOR PRES.-11.30PM(S)																															
2	TUE.	11.30P	4	CBS	P			171	A	4.4	10	342	1178	388	123	473	269	344	260	149	129	599	184	257	249	266	260	59	LT	47	47
REAGAN POLITICAL-SUN(S)																															
1	SUN.	11.08P	5	NBC	P			198	A	16.9	33	1315	1615	593	217	680	261	406	314	364	214	803	338	536	447	379	204	97	42	35	20
SATURDAY NIGHT																															
1	SAT.	11.30P	80	NBC	GV		99	99	A	11.5	33	895	1574	580	244	646	357	463	342	204	153	632	410	528	451	200	45	260	153	36	28
2	SAT.	11.30P	81						B	10.5	33	817	1584	558	260	629	340	470	338	217	122	656	418	550	431	208	65	249	129	50	44
		11.30 - 12.00							A	12.9	33	1004	1561	603	243	684	361	476	348	237	172	592	350	464	421	205	75	237	136	48	37
		12.00 - 12.30							A	11.2	34	871	1598	574	228	625	342	444	337	198	147	665	442	562	468	205	36	285	157	23	19
		12.30 - 1.00							A	9.9	34	770	1577	556	272	619	381	476	348	155	126	665	479	607	472	178	14	265	176	28	23
TOMORROW SHOW-1																															
1	M & TH	12.30A	30	NBC	CC		98	98	A	3.5	21	272	1055	489	243	574	146	282	334	317	215	437	143	268	232	213	136	44	LT	LT	LT
1	TUE.	1.11A	30						B	3.7	20	288	1170	565	214	608	163	300	333	315	232	502	169	291	263	240	175	55	LT	LT	LT
1	WED.	1.10A	30																												
2	WED.	1.10A	30																												
2	TUE.	1.15A	30																												

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME						I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %		AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
WEEKDAY DAYTIME CONT'D																																	
NEWSBREAK-3.57																																	
M-F 3.57P 2 CBS N 20 175 175 A 6.0 20 467 1478 818 207 976 279 477 453 450 400 268 68^ 114^117^ 133 127 112^ 98^ 122^ 47^																																	
M-F 3.57P 2 CBS N 93 93 B 6.0 20 467 1401 800 174 954 255 444 434 446 412 249 77 113 104 106 117 89 76 109 44																																	
ONE DAY AT A TIME-M-F																																	
M-F 4.00P 30 CBS CS 19 121 122 A 4.1 14 319 1508 710 216 858 288 441 357 416 323 297 125^ 169^151^ 79^122^ 145^120^ 208 129^																																	
M-F 4.00P 30 CBS CS 71 70 B 4.0 13 311 1530 738 186 855 300 464 389 405 316 285 103 135 133 94 126 143 106 247 137																																	
ONE LIFE TO LIVE																																	
1 MTUWF 2.00P 60 ABC DD 18 194 194 A 9.2 34 716 1237 813 214 915 515 708 557 337 141 163 89 105 77^ 48^ 53^ 100 90 59^ 16^																																	
1 THU. 2.00P 54 B 9.0 34 700 1236 818 217 915 509 687 544 321 156 157 81 98 71 42 56 88 80 76 23																																	
2 M-F 2.00P 60																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
A 8.9 34 692 1230 805 214 913 522 707 557 332 138 163 92 108 76^ 45^ 52^ 99 84^ 55^ 13^																																	
A 9.5 35 739 1253 828 218 923 510 713 562 348 144 166 86 103 80 51^ 54^ 102 94 62^ 18^																																	
PASSWORD PLUS																																	
M-F 11.30A 30 NBC QG 20 174 174 A 3.7 19 288 1177 785 87^ 823 181^ 306 285 323 458 306 87^ 105^146^ 114^146^ 20^ LT 28^ LT																																	
M-F 11.30A 30 NBC QG 90 90 B 3.7 19 288 1175 760 120 813 209 339 325 335 409 288 61 93 139 129 139 42 LT 32 LT																																	
PRICE IS RIGHT 1																																	
M-F 11.00A 30 CBS AP 20 186 186 A 5.5 30 428 1393 717 182 862 313 489 376 365 334 312 59^ 109^ 84^ 144 192 30^ 16^ 189 57^																																	
M-F 11.00A 30 CBS AP 94 93 B 5.4 30 420 1401 749 182 879 304 481 404 380 342 330 70 129 107 149 190 29 17 163 33																																	
PRICE IS RIGHT 2																																	
M-F 11.30A 30 CBS AP 20 185 186 A 6.1 31 475 1392 733 186 874 300 488 390 382 348 330 52^ 99^ 87^ 142 221 34^ 19^ 154 47^																																	
M-F 11.30A 30 CBS AP 94 94 B 6.0 30 467 1406 769 180 896 294 475 411 382 360 335 65 118 102 145 207 35 20 140 32																																	
REAGAN/BUSH COMM. 2(S)																																	
1 FRI. 8.56A 4 ABC P 202 99 A 4.3 24 335 1236 872 296^ 884 120^ 281^361^ 451^510^ 234^ 61^ 78^ 17^ 116^156^ 26^ 26^ 92^ 54^																																	
REAGAN/BUSH COMM 1(S)																																	
2 TUE. 4.20P 4 ABC P 156 83 A 4.7 16 366 1262 626^284^ 746 357^ 493^483^ 364^148^ 243^ 63^ 100^100^ 150^143^ 98^ 85^ 175^ 107^																																	
REAGAN/BUSH COMM. 3(S)																																	
2 THU. 3.54P 6 ABC P 196 99 A 8.9 29 692 1383 737 215^ 799 371 608 514 376 116^ 228^139^ 153^102^ 71^ 75^ 246^215^ 110^ 87^																																	
REAGAN/BUSH COMM. 5(S)																																	
2 FRI. 8.56A 4 ABC P 202 99 A 5.0 25 389 1152 740 160^ 740 218^ 288^388^ 355^328^ 319^ 62^ 106^158^ 178^138^ LT LT 93^ 26^																																	
REAGAN/BUSH POLITICAL-TUE(S)																																	
2 TUE. 8.55A 5 NBC P 214 99 A 4.7 27 366 1328 899 205^ 899 274^ 397^377^ 295^403^ 298^ LT LT LT 107^298^ 32^ 32^ 99^ 43^																																	
REAGAN/BUSH POLITICAL-WED(S)																																	
2 WED. 3.55P 5 NBC P 200 98 A 3.6 12 280 1193 818^193^ 893 286^ 457^365^ 478^375^ 254^ LT 36^ 50^ 125^204^ LT LT 46^ LT																																	
REAGAN FOR PRES.-12.55PM(S)																																	
1 FRI. 12.55P 4 CBS P 186 96 A 6.8 28 529 1068 639 116^ 742 217^ 285^238^ 240^439^ 281^ 73^ 103^ 86^ 108^146^ 45^ 25^ LT LT																																	
REAGAN FOR PRES.-THU(S)																																	
2 THU. 1.54P 5 CBS P 195 99 A 6.5 26 506 1247 825 71^ 1007 328^ 484 354^ 415^477 185^ 54^ 68^ 34^ 37^117^ 12^ 12^ 43^ LT																																	
RYAN'S HOPE																																	
M-F 12.30P 30 ABC DD 20 185 185 A 6.6 28 513 1242 725 230 801 448 585 471 296 139 243 110^ 161 147 102^ 65^ 69^ 49^ 129 26^																																	
M-F 12.30P 30 ABC DD 96 95 B 6.4 27 498 1279 773 224 867 458 621 506 322 159 228 101 143 129 88 67 71 57 113 23																																	
SEARCH FOR TOMORROW																																	
1 M-TH 12.30P 30 CBS DD 20 186 186 A 5.8 24 451 1279 767 226 922 290 471 427 378 399 262 49^ 78^ 67^ 114^168 26^ 17^ 69^ 14^																																	
1 FRI. 12.30P 25 B 6.0 26 467 1285 765 189 899 277 443 429 365 389 277 49 85 70 113 180 36 24 73 17																																	
2 MTUHF 12.30P 30																																	
2 WED. 12.30P 25																																	
SPECIAL TREAT(S)																																	
1 TUE. 4.00P 60 NBC FV 188 98 A 4.4 13 342 1146 350^ 70^ 426^183^ 202^187^ 153^184^ 272^ 53^ 59^ 47^ 134^199^ 97^ 59^ 351^ 158^																																	
CONT'D																																	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
														WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11	
WEEKDAY DAYTIME CONT'D																													
SPECIAL TREAT(S)-CONT'D																													
4.00 - 4.30																													
4.30 - 5.00																													
TEXAS																													
MTUHF 3.00P 60 NBC DD 20 199 200																													
WED. 3.00P 55																													
3.00 - 3.30																													
3.30 - 4.00																													
TODAY SHOW-7.30AM																													
M-F 7.30A 30 NBC N 20 214 214																													
TODAY SHOW-8.30AM																													
1 M-F 8.30A 30 NBC N 20 211 211																													
2 MWF 8.30A 30																													
2 TU&TH 8.30A 25																													
WHEEL OF FORTUNE																													
M-F 11.00A 30 NBC QG 20 174 175																													
YOUNG AND THE RESTLESS																													
1 MWF 1.00P 60 CBS DD 20 196 196																													
1 TUE. 1.00P 54																													
2 MTUWF 1.00P 60																													
2 THU. 1.00P 54																													
1.00 - 1.30																													
1.30 - 2.00																													
WEEKEND DAYTIME																													
ABC WEEKEND SPECIALS																													
1 SAT. 12.00N 30 ABC FV 3 181																													
ABC WIDE WORLD-SPORTS SAT																													
1 SAT. 2.00P 85 ABC SA 2 200																													
2.00 - 2.30																													
2.30 - 3.00																													
3.00 - 3.30																													
ALL NEW POPEYE HOUR 1																													
SAT. 10.30A 30 CBS CA 6 188 187																													
ALL NEW POPEYE HOUR 2																													
SAT. 11.00A 30 CBS CA 6 188 186																													
AMATEUR TEAM GOLF CHAMP.(S)																													
2 SUN. 4.00P 60 ABC SE 153																													
4.00 - 4.30																													
4.30 - 5.00																													
AMERICAN BANDSTAND '80																													
1 SAT. 12.30P 60 ABC PC 4 155																													
12.30 - 1.00																													
1.00 - 1.30																													

KEY: A=CURRENT REPORT B=SEASON AVERAGE

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																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																	
ANDERSON COMMITTEE(S)						201		A	4.2	10	327	1749	609	172	609	266	381	236	275	196	890	336	516	635	453	218	250	58	LT	LT			
1 SAT. 3.25P 4 ABC P						99																											
ANDERSON FOR PRES.-SAT 4(S)						165		A	8.6	19	669	1247	303	87	360	109	168	168	163	150	710	186	336	385	417	301	73	25	104	66			
2 SAT. 5.54P 5 CBS P						91																											
ANIMALS, ANIMALS, ANIMALS						4	137	A	2.7	10	210	1005	358	158	367	124	205	186	243	138	276	71	115	119	182	142	128	114	234	205			
SUN. 11.30A 30 ABC CL						86	85	B	2.5	10	195	1152	321	100	336	106	204	201	230	104	309	55	142	156	175	144	126	120	381	260			
ASK NBC NEWS-8:58AM						6	184	A	4.6	27	358	1749	141	36	141	33	108	108	75	33	117	40	78	78	77	39	194	34	1297	855			
SAT. 8.58A 2 NBC CN						95	95	B	4.3	25	335	1641	190	35	190	69	120	117	85	55	130	68	94	57	62	33	104	30	1217	805			
ASK NBC NEWS-10:58AM						6	199	A	6.4	25	498	1606	298	147	310	183	279	162	119	15	350	293	310	102	37	40	233	110	713	449			
SAT. 10.58A 2 NBC CN						98	98	B	5.4	22	420	1772	314	142	341	199	254	133	95	68	285	200	237	129	73	34	280	126	866	559			
ASK NBC NEWS-11:58AM						6	176	A	6.4	23	498	1418	172	119	206	162	172	99	31	20	313	228	241	77	49	66	278	138	621	399			
SAT. 11.58A 2 NBC CN						84	98	B	5.8	23	451	1512	266	94	290	137	186	171	105	68	288	171	212	130	100	55	244	114	690	417			
ASK NBC NEWS-9:58AM						5	203	A	5.5	23	428	1607	177	108	177	62	98	87	90	42	167	74	119	94	93	48	216	73	1047	612			
SAT. 9.58A 2 NBC CN						99	99	B	5.5	23	428	1635	228	106	229	114	149	124	80	49	101	56	78	72	45	19	146	48	1159	757			
BATMAN & SUPER 7 I						5	176	A	5.9	23	459	1571	205	83	266	198	209	71	28	46	348	245	301	122	72	47	302	159	655	380			
SAT. 11.00A 30 NBC CA						84	98	B	5.2	21	405	1650	241	85	300	183	200	114	48	80	286	200	238	112	64	40	276	134	788	498			
BATMAN & SUPER 7 II						5	176	A	6.0	22	467	1473	190	116	221	168	178	85	34	28	374	265	302	105	71	67	333	177	545	353			
SAT. 11.00A 30 NBC CA						84	98	B	5.2	21	405	1650	241	85	300	183	200	114	48	80	286	200	238	112	64	40	276	134	788	498			
BUGS BUNNY/ROAD RUNNER 1						6	197	A	6.5	31	506	1557	294	104	361	258	313	180	95	39	213	136	184	126	74	29	217	97	766	330			
SAT. 9.00A 30 CBS CA						99	99	B	6.8	33	529	1526	266	96	302	204	253	140	75	37	211	122	164	107	58	41	191	94	822	407			
BUGS BUNNY/ROAD RUNNER 2						6	197	A	8.6	36	669	1519	309	135	343	214	287	178	114	50	217	132	173	138	78	38	212	98	747	302			
SAT. 9.30A 30 CBS CA						99	99	B	8.4	37	654	1597	315	139	360	225	285	162	110	55	257	155	201	135	72	44	212	100	768	368			
BUGS BUNNY/ROAD RUNNER 3						6	198	A	9.4	36	731	1617	397	221	423	245	313	248	178	56	265	181	221	139	81	44	265	119	664	234			
SAT. 10.00A 30 CBS CA						99	99	B	8.5	35	661	1672	363	182	405	253	311	197	138	59	349	222	277	172	102	55	231	104	687	305			
CARTER FOR PRES.-5.55PM(S)						160		A	7.6	18	591	1354	698	368	791	192	440	332	436	313	439	119	241	197	199	174	45	45	79	LT			
1 SAT. 5.55P 4 CBS P						89																											
CBS NFL FOOTBALL PRE GAME						6	189	A	8.5	29	661	1595	449	288	526	193	330	287	288	156	791	341	529	534	392	176	199	20	79	71			
SUN. 12.30P 30 CBS SC						99	98	B	7.5	26	584	1585	439	207	496	203	315	282	228	141	783	341	534	514	378	171	210	48	96	88			
CBS NFL FOOTBALL GAME 1						6	199	A	16.5	41	1284	1675	389	165	434	141	243	221	212	156	975	449	662	597	405	236	156	34	110	87			
1 SUN. 1.00P 184 CBS SE						99	99	B	15.2	39	1183	1640	379	162	441	166	258	223	190	147	924	372	582	556	433	256	171	43	104	83			
2 SUN. 1.00P 180								A	13.9	41	1081	1722	386	189	431	135	252	236	213	141	960	448	651	620	408	210	201	26	130	108			
1.00 - 1.30								A	16.9	45	1315	1658	382	153	424	126	227	219	212	160	978	461	666	602	401	229	147	27	109	92			
1.30 - 2.00								A	17.3	43	1346	1675	387	155	427	135	238	219	215	153	992	474	669	588	396	236	151	41	105	93			
2.00 - 2.30								A	17.0	41	1323	1694	390	170	439	142	251	225	219	158	986	449	661	586	404	249	159	41	110	86			
2.30 - 3.00								A	17.6	40	1369	1679	386	176	438	153	250	210	209	158	984	430	670	603	427	246	148	41	109	73			
3.00 - 3.30								A	16.7	37	1299	1647	403	167	445	152	241	209	204	168	962	427	647	590	411	250	145	28	95	65			
3.30 - 4.00																																	
CBS NFL FOOTBALL GAME 2						4	182	A	10.3	20	801	1784	495	231	557	182	326	300	260	195	931	378	583	532	424	278	170	22	126	74			
1 SUN. 4.44P 143 CBS SE						83	80	B	10.7	22	832	1741	455	195	526	197	311	272	224	181	942	402	632	539	434	251	136	32	137	104			
2 SUN. 4.07P 185								A	9.5	20	739	1567	424	160	424	99	206	160	179	212	964	365	580	518	430	342	87	LT	92	64			
4.00 - 4.30																																	
CONT'D																																	

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2ND OCT. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME		DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															WOMEN					MEN													
															18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
WEEKEND DAYTIME CONT'D																																	
GREATEST SUPERFRIENDS-1 SAT. 8.00A 30 ABC CA 54 184 172 93 89 A 2.9 21 226 B 3.5 27 272 1872 235^ 27^ 292^133^ 231^165^ 159^ 48^ 101^ 92^ 101^ 71^ LT LT 208^150^ 1271 690																																	
GREATEST SUPERFRIENDS-2 SAT. 8.30A 30 ABC CA 54 184 172 93 89 A 4.5 23 350 B 5.0 29 389 1977 242^ 52^ 287^196^ 227^124^ 91^ 52^ 134^ 97^ 109^ 91^ 37^ 25^ 184^129^ 1372 794																																	
HEATHCLIFF & DINGBAT SAT. 11.00A 30 ABC CA 4 190 184 98 97 A 7.4 30 576 B 7.0 30 545 1465 164^ 86^ 1528 233 74 186^ 78^ 141^ 79^ 108^ 29^ 167^ 89^ 123^ 76^ 54^ 24^ 181^107^ 931 486																																	
IN THE NEWS- 8.26AM SAT. 8.26A 3 CBS CN 6 185 186 A 2.8 22 218 B 3.3 25 257 1422 266^ 23^ 1380 190 36 266^105^ 155^105^ 50^111^ 79^ 52^ 79^ 79^ 27^ LT 219^ 46^ 858 391^																																	
IN THE NEWS- 8.56AM SAT. 8.56A 3 CBS CN 6 183 183 A 4.9 27 381 B 5.2 28 405 1656 318 119^ 1470 260 91 386 199^ 305^200^ 129^ 68^ 166^ 20^ 123^123^ 146^ 43^ 288^186^ 816 380																																	
IN THE NEWS- 9.26AM SAT. 9.26A 3 CBS CN 6 197 200 A 7.4 33 576 B 7.5 35 584 1516 295 106^ 1547 276 94 359 261 314 185^ 91^ 38^ 216 142^ 182^129^ 65^ 34^ 180^ 87^ 761 318																																	
IN THE NEWS- 9.59AM SAT. 9.59A 3 CBS CN 6 197 200 A 9.5 37 739 B 8.9 37 692 1599 357 199 1658 347 175 392 234 306 219 155^ 51^ 241 163 203 133^ 68^ 38^ 231 109^ 735 263																																	
IN THE NEWS-11.56AM SAT. 11.56A 3 CBS CN 6 181 179 A 7.2 26 560 B 6.0 24 467 1332 357 209^ 1614 359 151 399 236 236 194^ 120^ 94^ 240 112^ 153^ 93^ 100^ 87^ 117^ 92^ 576 352																																	
IN THE NEWS-12.26PM SAT. 12.26P 3 CBS CN 6 184 177 A 8.3 28 646 1407 372 158^ 1439 350 142 381 198 215 149^ 125^104^ 288 139^ 150^130^ 111^ 94^ 132^ 71^ 606 339																																	
IN THE NEWS-12.56PM SAT. 12.56P 3 CBS CN 6 164 161 A 8.7 28 677 B 7.5 27 584 1507 339 99^ 1521 286 121 386 199 226 161^ 107^144^ 307 188 200 168^ 92^ 75^ 162^ 58^ 652 402																																	
IN THE NEWS- 1.26PM SAT. 1.26P 3 CBS CN 6 163 161 A 7.9 24 615 B 7.0 24 545 1317 306 129^ 1470 367 125 390 186^ 230 158^ 100^133^ 218 119^ 161^162^ 84^ 48^ 137^ 73^ 572 364																																	
IN THE NEWS- 8.26AM-SUN. SAT. 8.26A 3 CBS CN 6 42 41 A .6 5 47 B .7 8 54 LT																																	
IN THE NEWS- 8.56AM-SUN. SAT. 8.56A 3 CBS CN 6 42 41 A .8 5 62 B .9 7 70 LT																																	
IN THE NEWS-10.56AM SAT. 10.56A 3 CBS CN 6 188 187 A 7.2 27 560 B 6.5 26 506 1641 426 219 1616 386 161 435 294 319 197^ 141^ 60^ 305 217 254 164^ 88^ 51^ 271 179^ 630 298																																	
IN THE NEWS-11.26AM SAT. 11.26A 3 CBS CN 6 188 186 A 6.3 24 490 B 6.2 25 482 1457 326 191^ 1706 375 178 330 249 274 184^ 81^ 14^ 271 134^ 192^121^ 137^ 79^ 213^145^ 643 389																																	
ISSUES AND ANSWERS SUN. 12.00N 30 ABC CC 4 179 180 A 4.1 15 319 B 3.5 13 272 1082 399 142^ 1286 543 158 433 85^ 107^ 46^ 154^302^ 637 106^ 217^329^ 392 289^ LT LT LT LT LT LT LT LT LT LT LT LT LT LT LT LT LT																																	
JASON OF STAR COMMAND SUN. 8.30A 30 CBS CL 6 42 41 A .6 4 47 B .8 6 62 LT																																	
JONNY QUEST SAT. 12.00N 30 NBC CA 5 148 174 A 5.5 19 428 B 4.9 18 381 1699 267^ 98^ 1755 323 115 313 165^ 165^ 94^ 65^136^ 341 180^ 236^138^ 137^105^ 245^126^ 800 450																																	
KIDS ARE PEOPLE TOO I 1 SUN. 10.30A 30 ABC CL 6 116 115 A 3.0 12 233 B 3.0 13 233 1481 514^116^ 1454 400 60 518 210^ 416^364^ 308^ 77^ 288^117^ 181^190^ 171^ 55^ 125^125^ 550 382^																																	
2 SUN. 10.30A 34 297 111 212 197 157 63 171 94 578 353																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1980 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	SHARE %		AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
WEEKEND DAYTIME CONT'D																															
NFL FOOTBALL GAME 1-NBC						6	210	219	A	14.5	36	1128	1619	409	202	455	199	294	257	179	132	894	324	547	526	427	256	138	43	132	100
1 SUN. 1.00P 176 NBC SE						98	99	B	14.0	37	1089	1623	400	170	453	187	281	239	186	138	890	341	563	522	427	249	143	41	137	97	
2 SUN. 1.00P 173																															
1.00 - 1.30									A	11.7	34	910	1631	417	207	481	222	328	290	191	124	853	320	532	494	388	246	162	41	135	107
1.30 - 2.00									A	14.1	38	1097	1646	402	222	472	217	319	276	188	125	887	323	550	514	420	248	162	40	125	92
2.00 - 2.30									A	15.1	37	1175	1548	372	209	435	197	284	247	166	123	891	308	541	535	441	250	120	31	102	74
2.30 - 3.00									A	15.0	36	1167	1624	432	207	462	184	289	255	196	142	916	322	564	568	450	258	118	44	128	105
3.00 - 3.30									A	15.7	36	1221	1636	413	189	437	192	278	246	163	129	896	329	541	514	428	268	156	56	147	106
3.30 - 4.00									A	15.5	34	1206	1667	420	173	444	190	277	231	172	139	932	357	572	530	433	263	128	47	163	121
NFL FOOTBALL POST-NBC						3			A	13.2	29	1027	1943	534	240	534	273	415	282	245	99	1053	424	653	608	402	317	162	102	194	136
2 SUN. 4.34P 7 NBC SC						202	96	B	8.8	20	685	1704	436	157	487	213	312	270	213	115	929	368	607	530	423	264	125	43	163	109	
PLASTICMAN/BABY PLAS SHOW						4	183	173	A	6.8	27	529	1686	201	102	226	108	180	106	118	29	253	84	176	153	118	61	152	105	1055	579
SAT. 11.30A 30 ABC CA						96	93	B	6.1	26	475	1600	230	84	245	103	179	135	131	43	199	74	144	133	97	40	144	77	1012	606	
SCHOOLHOUSE ROCK-8.56AM						54	184	166	A	4.1	20	319	1944	226	54	270	182	214	142	88	47	140	97	109	94	43	31	176	131	1358	832
SAT. 8.56A 3 ABC CN						93	80	B	4.9	26	381																				
SCHOOLHOUSE ROCK-9.26AM						4	172	182	A	5.7	27	443	1856	135	20	182	123	176	109	59	LT	167	115	143	74	52	24	180	108	1327	848
SAT. 9.26A 3 ABC CN						85	96	B	5.9	27	459	1668	183	68	215	144	170	88	53	33	160	112	144	94	48	11	189	107	1104	680	
SCHOOLHOUSE ROCK-10.26AM						41	193	177	A	6.6	25	513	1704	215	37	264	107	177	133	157	54	191	90	138	97	56	45	202	130	1047	613
SAT. 10.26A 3 ABC CN						99	94	B	5.1	22	397																				
SCHOOLHOUSE ROCK-11.55AM						4	137	130	A	2.9	11	226	1181	425	203	438	120	142	115	257	274	342	98	150	155	173	174	123	88	278	151
SUN. 11.55A 4 ABC CN						86	85	B	2.8	11	218	1211	369	126	421	112	164	168	221	217	319	83	158	169	144	144	118	99	353	220	
SCOOPY & SCRAPPY DOO-1(S)						193			A	6.7	29	521	1580	131	32	159	136	159	109	23	LT	85	85	85	25	LT	LT	221	124	1115	650
1 SAT. 9.30A 28 ABC CA						99																									
SCOOPY & SCRAPPY DOO-2(S)						193			A	6.2	28	482	1471	252	LT	286	149	205	150	95	81	105	88	88	54	17	LT	171	115	909	545
1 SAT. 9.58A 32 ABC CA						99			A	6.2	28	482	1465	260	LT	291	146	206	154	103	85	109	90	90	59	19	LT	181	121	884	521
10.00 - 10.30									A	6.9	26	537	2358	198	56	226	85	203	172	141	LT	250	118	180	132	132	54	215	135	1667	1056
SCOOPY & SCRAPPY DOO-1(S)						188			A	7.3	24	568	2085	197	67	244	77	194	167	167	LT	261	88	179	132	106	71	211	136	1369	877
2 SAT. 9.30A 28 ABC CA						97																									
SCOOPY & SCRAPPY DOO-2(S)						177			A	7.3	24	568	2085	197	67	244	77	194	167	167	LT	261	88	179	132	106	71	211	136	1369	877
2 SAT. 9.58A 32 ABC CA						94																									
SPORTSWORLD-SAT						2	148	163	A	7.1	18	552	1775	518	109	533	146	288	252	286	188	934	279	519	461	479	373	122	25	186	115
1 SAT. 4.36P 84 NBC SE						83	89	B	7.1	18	552	1775	518	109	533	146	288	252	286	188	934	279	519	461	479	373	122	25	186	115	
2 SAT. 4.00P 90																															
4.00 - 4.30									A	3.7	10	288	2427	815	132	842	413	655	376	347	141	767	250	444	352	323	301	202	49	616	415
4.30 - 5.00									A	7.7	19	599	1813	532	157	573	167	327	281	294	185	943	301	520	488	459	352	100	22	197	146
5.00 - 5.30									A	7.3	18	568	1695	472	95	474	86	205	229	292	210	940	247	510	454	537	398	132	23	149	76
5.30 - 6.00									A	9.1	22	708	1561	443	54	443	111	220	197	235	178	955	293	535	461	473	393	107	21	56	7
SUNDAY MORNING						6	117	118	A	4.5	21	350	1303	563	251	577	108	271	276	355	246	580	211	335	360	278	182	54	20	92	57
SUN. 9.00A 90 CBS N						80	80	B	3.9	21	303	1415	565	213	611	149	276	293	332	271	657	211	353	362	316	245	57	LT	90	66	
9.00 - 9.30									A	4.1	22	319	1251	558	232	570	87	241	260	364	269	501	179	287	301	241	160	70	41	110	82
9.30 - 10.00									A	4.7	22	366	1230	541	254	557	95	265	273	344	241	549	191	309	322	259	189	61	25	63	30
10.00 - 10.30									A	4.8	20	373	1391	570	267	594	142	305	292	345	225	659	257	389	440	315	187	38	LT	100	62

KEY: A=CURRENT REPORT B=SEASON AVERAGE

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																	
TARZAN/LONE RANGER-1						6	164	161	A	8.5	28	661	1576	320	116^	360	211	229	138^	79^	122^	276	183	195	151^	66^	62^	189	68^	751	458		
SAT. 12.30P 30 CBS CA						93	93	B	7.4	27	576	1570	296	107	348	193	223	151	110	95	271	127	185	147	119	77	229	98	722	444			
TARZAN/LONE RANGER-2						6	163	161	A	8.8	27	685	1374	327	137^	408	195	242	175^	98^	141^	220	132^	158^	154^	70^	51^	149^	72^	597	377		
SAT. 1.00P 30 CBS CA						93	93	B	7.7	26	599	1521	377	130	454	202	278	215	155	153	264	111	167	152	117	85	216	112	587	369			
30 MINUTES						6	168	167	A	5.7	17	443	1361	455	197^	523	244^	296	219^	135^	183^	370	149^	216^	192^	166^	138^	206^	86^	262^	167^		
SAT. 1.30P 30 CBS DN						93	93	B	4.7	16	366	1466	466	176	541	235	295	244	173	194	334	117	200	176	162	115	273	128	318	183			
THREE ROBONIC STOOGES						6	42	41	A	.5	5	39	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
SUN. 8.00A 30 CBS CA						32	32	B	.6	7	47	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
THUNDARR-THE BARBARIAN						4	190	184	A	7.9	31	615	1528	170^	43^	196^	84^	138^	120^	112^	26^	174^	107^	147^	83^	46^	21^	223	138^	935	528		
SAT. 10.30A 30 ABC CA						98	97	B	7.4	30	576	1528	222	45	240	144	194	162	96	21	171	124	144	73	36	20	219	121	898	557			
TIME OUT-8:28AM						6	185	191	A	3.1	27	241	1564	141^	46^	141^	25^	104^	104^	79^	37^	158^	25^	76^	76^	133^	82^	78^	LT	1187	810		
SAT. 8.28A 2 NBC CN						96	96	B	3.2	26	249	1461	190	40	191	118	171	127	53	20	142	66	89	69	76	53	93	49	1035	688			
TIME OUT-9:28AM						6	203	207	A	5.3	25	412	1510	128^	56^	128^	15^	68^	77^	77^	36^	87^	26^	62^	62^	61^	25^	174^	46^	1121	705		
SAT. 9.28A 2 NBC CN						99	99	B	5.2	25	405	1730	217	82	246	111	176	136	88	56	76	22	50	59	54	17	194	68	1214	809			
TIME OUT-10:28AM						6	203	207	A	5.6	21	436	1642	215^	133^	215^	113^	154^	130^	90^	18^	276^	192^	226^	103^	84^	50^	239^	73^	912	540		
SAT. 10.28A 2 NBC CN						99	99	B	5.1	21	397	1767	334	113	343	193	230	138	94	76	203	120	157	115	83	40	237	92	984	641			
TIME OUT-11:28AM						6	176	198	A	6.1	23	475	1568	225^	89^	290	207^	216^	71^	29^	63^	348	242^	290	117^	69^	58^	295	164^	635	373		
SAT. 11.28A 2 NBC CN						84	98	B	5.4	23	420	1659	302	93	348	187	224	140	75	106	283	189	217	120	74	51	270	137	758	474			
TIME OUT-12:28PM						6	148	174	A	5.2	18	405	1637	264^	91^	311	151^	151^	89^	64^	145^	350	191^	244^	143^	136^	106^	225^	118^	751	386		
SAT. 12.28P 2 NBC CN						76	91	B	4.5	17	350	1715	341	117	383	191	230	206	130	88	321	147	233	163	151	79	187	86	824	409			
TOM AND JERRY						6	183	183	A	4.1	24	319	1661	319^	107^	375^	176^	279^	186^	121^	89^	144^	15^	99^	99^	129^	45^	252^	150^	890	430		
SAT. 8.30A 30 CBS CA						97	97	B	4.5	26	350	1481	243	83	268	155	219	135	80	40	143	20	88	83	88	49	155	97	915	475			
WORLD SERIES PRE GAME #4(S)						220			A	10.8	35	840	1611	569	116^	615	177^	296	253^	275^	272^	750	230^	359	280^	325	327	143^	62^	103^	83^		
1 SAT. 1.00P 35 NBC SC						99			A	10.4	34	809	1597	565	114^	614	178^	295	247^	278^	273^	736	224^	353	275^	319	322	148^	68^	99^	83^		
1.00 - 1.30									A	23.9	60	1859	1577	572	179	614	172	303	274	282	262	817	226	413	409	411	323	58^	16^	88^	53^		
WORLD SERIES GAME #4(S)						220			A	15.8	48	1229	1635	584	147^	616	173^	302	280	264	269	803	244	378	320	363	345	89^	25^	127^	83^		
1 SAT. 1.35P 181 NBC SE						99			A	21.0	56	1634	1565	573	166	616	164	302	275	285	269	804	238	386	359	380	333	50^	15^	95^	70^		
2.00 - 2.30									A	23.8	60	1852	1567	590	204	637	165	326	303	307	265	801	210	389	390	408	328	59^	11^	70^	43^		
2.30 - 3.00									A	25.7	63	1999	1508	562	172	599	152	290	268	284	269	781	203	402	393	412	309	64^	17^	64^	42^		
3.00 - 3.30									A	26.8	63	2085	1571	564	179	611	179	295	261	275	264	833	220	434	443	437	324	49^	10^	78^	42^		
3.30 - 4.00									A	28.5	63	2217	1634	585	193	620	193	309	279	286	249	848	243	446	464	430	320	57^	23^	109	57^		
4.00 - 4.30									A	20.6	42	1603	1528	434	122^	486	151	234	217	219	194	798	315	465	417	376	235	136^	54^	108^	82^		
WORLD SERIES PRE GAME #5(S)						217			A	32.0	60	2490	1826	607	193	652	192	327	333	317	248	926	332	555	522	433	291	112	37^	136	93^		
1 SUN. 4.28P 190 NBC SE						99			A	26.1	52	2031	1645	509	142	546	163	267	265	263	212	872	324	527	472	412	265	127	48^	100^	80^		
4.30 - 5.00									A	29.8	59	2318	1789	577	179	623	199	305	290	276	243	934	345	565	511	432	292	119	34^	114	75^		
5.00 - 5.30									A	31.2	61	2427	1807	582	199	634	202	325	324	293	233	942	331	564	531	445	291	116	37^	115	75^		
5.30 - 6.00									A	33.0	61	2567	1844	625	220	666	188	334	354	331	251	946	319	564	549	461	295	107	37^	125	82^		
6.00 - 6.30																																	
CONT'D																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)											
									%	%				TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11									
WEEKEND DAYTIME CONT'D													A	36.1	65	2809	1860	659	208	698	194	355	366	357	263	924	325	550	530	432	296	110	32^	128	85			
WORLD SERIES GAME -CONT'D													A	37.7	64	2933	1915	638	197	686	186	343	351	352	270	933	339	556	528	422	301	105	35^	191	124			
																							</															

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. OCT. 13, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		23,810 30.6		29,410 37.8															
	ABC TV		{		19,060 24.5		16,260 20.9															
	AVERAGE AUDIENCE (Households (000) & %)		{		24.5		20.9															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		37 21.4		33 22.4															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		10,890 14.0		12,530 16.1		19,530 25.1		24,270 31.2											
	CBS TV		{		9,100 11.7		10,350 13.3		17,120 22.0		17,820 22.9											
	AVERAGE AUDIENCE (Households (000) & %)		{		11.7		13.3		22.0		22.9											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		18 12.0		20 11.5		32 21.6		34 22.5											
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{		19,760 25.4		22,100 28.4															
	NBC TV		{		15,400 19.8		15,330 19.7															
	AVERAGE AUDIENCE (Households (000) & %)		{		19.8		19.7															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		30 18.0		29 18.2															
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{		20,540 26.4		32,520 41.8															
	ABC TV		{		16,570 21.3		17,660 22.7															
	AVERAGE AUDIENCE (Households (000) & %)		{		21.3		22.7															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		33 20.8		39 21.5															
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{		18,210 23.4		15,560 20.0		13,460 17.3		12,760 16.4											
	CBS TV		{		12,210 15.7		13,690 17.6		11,670 15.0		10,110 13.0											
	AVERAGE AUDIENCE (Households (000) & %)		{		15.7		17.6		15.0		13.0											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		24 14.7		26 17.3		22 15.0		21 12.2											
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{		19,060 24.5		23,730 30.5															
	NBC TV		{		15,560 20.0		15,400 19.8															
	AVERAGE AUDIENCE (Households (000) & %)		{		20.0		19.8															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		30 18.3		31 18.9															
TV HOUSEHOLDS USING TV		WK. 1	56.9	58.6	60.0	61.6	64.1	66.5	67.6	68.2	68.5	69.2	69.8	70.3	68.9	66.6	63.4	59.5				
(See Def. 1)		WK. 2	57.1	59.2	59.9	62.2	63.6	65.1	66.7	67.5	66.9	66.8	66.9	66.5	64.2	63.1	61.1	57.3				

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE. MON. OCT. 20, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. OCT.14, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,480 19.9		14,470 18.6		14,700 18.9		12,600 16.2		12,530 16.1			
	ABC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		HART TO HART (10:00-10:55PM) (R)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)					13,230 17.0		12,910 16.6		12,760 16.4		11,280 14.5		9,490 12.2		12.4*	12.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 16.6	17.5	24 16.0	17.1	24 16.1	16.7	21 14.3	14.6	19 12.5	18 12.3	19 12.1	19 11.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,780 19.0				18,910 24.3							
	CBS TV					UNBROKEN CIRCLE A TRIBUTE TO MOTHER MAYBELLE CARTER (R)(OP)				CBS TUESDAY NIGHT MOVIES REUNION							
	AVERAGE AUDIENCE (Households (000) & %)					10,040 12.9	12.5*		13.2*	12,680 16.3	15.1*		16.2*		17.3*		16.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 12.8	19 12.3		19 12.9	24 15.0	22 15.3		24 15.9	24 16.4	26 17.4	26 17.3	27 17.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,450 25.0	40,300 51.8										
	NBC TV									WORLD SERIES GAME #1 KANSAS CITY VS PHILADELPHIA (8:16-11:39PM)(OP)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)					18,590 23.9	26,060 33.5		30.8*		33.7*		35.4*		36.3*		35.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					39 23.9	52 26.4		47 29.9	50 33.2	51 34.1		51 35.4	53 36.2	53 36.5	53 35.4	53 34.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,700 18.9		12,990 16.7		14,000 18.0		13,540 17.4		15,640 20.1			
	ABC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		HART TO HART (10:00-10:55PM) (R)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)					11,900 15.3		10,890 14.0		12,140 15.6		11,200 14.4		12,910 16.6		16.4*	16.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 14.7	15.8	20 13.6	14.5	22 14.9	20 16.3	20 14.1	14.8	26 15.7	25 17.0	27 17.1	27 16.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,030 20.6								9,650 12.4			
	CBS TV					CBS TUESDAY NIGHT MOVIES FLATBED ANNIE & SWEETIEPIE: LADY TRUCKERS(R) (8:00-9:55PM)(S)(OP)								CBS REPORTS THE SAUDIS			
	AVERAGE AUDIENCE (Households (000) & %)					9,410 12.1	10.8*		11.5*		12.8*		13.6*	6,150 7.9	8.7*		7.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 10.9	16 10.8		17 11.2	18 12.9	19 12.7	19 13.5	19 13.8	12 9.5	13 7.8	12 7.3	12 6.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					21,860 28.1	43,960 56.5										
	NBC TV									WORLD SERIES GAME #6 KANSAS CITY VS PHILADELPHIA (8:18-11:43PM)(OP)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)					21,320 27.4	31,120 40.0		36.5*		39.3*		41.3*		42.5*		42.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					45 27.4	60 31.7		54 35.5	56 37.5	58 38.8	58 40.7	58 41.9	62 42.7	62 42.3	64 42.0	64 42.1
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	WK. 2	55.6	57.3	59.1	61.3	64.7	67.2	68.2	68.6	68.3	68.3	68.1	68.8	67.8	66.5
U.S. TV Households: 77,800,000				57.0	58.7	61.3	63.6	65.3	67.4	69.0	70.2	71.2	72.2	71.9	70.8	67.1	65.2
(1) WORLD SERIES PRE GAME #1, NBC, (S)																	
(2) WORLD SERIES PRE GAME #6, NBC, (S)																	

For explanation of symbols, See page A.

EVE.TUE. OCT.21, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					20,150 25.9											
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,050 14.2	11.9*		13.2*		14.8*		15.3*		15.4*		14.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 11.7	19* 12.1		20* 13.0		22* 14.7		23* 14.9		23* 15.7		23* 15.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,570 21.3		15,250 19.6		15,950 20.5							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					14,080 18.1		13,770 17.7		10,040 12.9	12.0*		12.1*		13.3*		14.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 17.4		27 18.9		19 12.2	18* 11.8		18* 12.2		20* 13.0		23* 14.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,610 25.2	41,620 53.5										
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					17,970 23.1	26,760 34.4		30.0*		34.2*		36.5*		37.0*		37.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					39 23.0	53 25.8		47* 29.4		52* 30.5		54* 33.5		54* 34.8		56* 36.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,160 18.2				17,430 22.4				13,770 17.7			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,190 13.1				13,690 17.6	16.8*		18.3*		11,360 14.6		14.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 12.1	20* 12.5		21* 13.3	27 15.9	26* 17.8		29* 18.1		25 15.1		25* 14.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,240 18.3		14,160 18.2		23,420 30.1							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					12,680 16.3		12,910 16.6		15,480 19.9	19.7*		19.7*		20.0*		20.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 15.9		26 16.7		32 19.6	31* 19.7		31* 19.9		34* 19.9		35* 20.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					23,110 29.7				18,520 23.8				18,360 23.6			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					18,910 24.3				14,320 18.4	18.7*		18.1*		14,080 18.1		18.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					39 22.0		37* 24.2		29 19.3	29* 18.2		28* 18.1		31 17.3		32* 18.5
TV HOUSEHOLDS USING TV WK. 1		57.1	59.3	61.0	62.1	63.0	65.6	66.4	66.1	65.9	66.6	67.9	68.0	67.6	67.1	65.0	61.8
(See Def. 1)		55.8	58.3	59.1	60.0	61.1	62.9	64.0	64.5	63.5	64.4	64.5	63.8	60.2	59.2	57.8	55.7

U.S. TV Households: 77,800,000

(1) WORLD SERIES PRE GAME #2, NBC, (8:00-8:17PM)(S)

For explanation of symbols, See page A.

EVE.WED. OCT.22, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. OCT.16, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					12,140 15.6		11,200 14.4		15,720 20.2				15,020 19.3				
	ABC TV					MORK & MINDY (R)		ANGIE (R)		COUNTRY GOLD-FIRST 50 YRS (OP)						20/20 (10:00-10:55PM)(S)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)					10,430 13.4		9,490 12.2		12,060 15.5	15.0*		15.9*	12,140 15.6	15.9*		15.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 13.2	13.6	20 11.7	12.7	25 14.7	24* 15.2	15.9	25* 16.0	25 15.9	25* 16.0	15.7	25 14.6	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					15,870 20.4				17,820 22.9								
	CBS TV					WHITE SHADOW SPECIAL (8:00-8:55PM)(S)(OP)								BABY COMES HOME				
	AVERAGE AUDIENCE (Households (000) & %)					12,450 16.0	15.5*		16.5*	11,590 14.9	14.0*		14.4*		15.6*		15.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 15.1	26* 15.9		27* 16.6	24 14.1	23* 13.8	14.2	23* 14.5		25* 15.6	15.7	26* 16.0	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					19,840 25.5				23,570 30.3								
	NBC TV					GAMES PEOPLE PLAY (OP)								NBC THURSDAY NIGHT MOVIES PIRANHA				
	AVERAGE AUDIENCE (Households (000) & %)					14,320 18.4	17.4*		19.4*	16,420 21.1	19.8*		20.6*		21.7*		22.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					31 16.8	29* 17.9		32* 19.0	34 19.3	32* 20.3	20.6	32* 20.7		35* 21.4	22.0	37* 22.7	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					11,360 14.6		9,800 12.6		17,740 22.8				16,960 21.8				
	ABC TV					MORK & MINDY (R)		ANGIE (R)		WAYLON JENNINGS SPECIAL (OP)						20/20		
	AVERAGE AUDIENCE (Households (000) & %)					9,020 11.6		8,320 10.7		13,070 16.8	16.2*		17.5*	13,150 16.9	17.3*		16.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 11.6	11.6	18 10.0	11.4	29 16.0	28* 16.4	17.0	30* 18.0	30 17.0	30* 17.5	16.6	30* 16.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					16,880 21.7				24,660 31.7								
	CBS TV					WHITE SHADOW SPECIAL (OP)								LAST SONG (9:00-10:55PM)(S)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)					12,910 16.6	15.7*		17.6*	16,880 21.7	19.2*		20.9*		23.0*		23.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 15.2	27* 16.2		30* 17.4	38 18.5	33* 19.9	20.7	35* 21.2		40* 23.1	24.2	43* 23.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					19,840 25.5				16,180 20.8								
	NBC TV					GAMES PEOPLE PLAY (OP)								NBC THURSDAY NIGHT MOVIES PARADISE ALLEY (9:00-10:55PM)(S)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)					14,630 18.8	18.3*		19.4*	9,020 11.6	13.3*		11.3*		11.1*		10.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 18.2	32* 18.4		33* 19.8	20 13.9	23* 12.7	11.5	19* 11.0		19* 10.8	10.5	19* 10.1	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	54.0	56.4	57.1	58.7	58.8	60.1	60.4	61.2	61.8	62.4	63.3	63.5	62.7	62.7	61.4	58.2
U.S. TV Households: 77,800,000		WK. 2	54.2	55.7	56.5	57.3	57.7	58.3	59.4	59.9	58.7	58.8	58.8	59.3	58.1	57.6	56.5	53.5

EVE.THU. OCT.23, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. OCT.17, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,730 21.5								7,310 9.4			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,110 13.0	11.4*		12.5*		13.7*		14.5*	4,750 6.1	6.7*		5.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 11.0	19 *	12.4	20 *	14.5	21 *	14.9	22 *	10 7.4	11 *	5.4	9 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,800 21.6				17,510 22.5				19,530 25.1			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					12,060 15.5	14.6*		16.4*	14,390 18.5	18.2*		18.8*	15,560 20.0	19.6*		20.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 14.3	25 *	15.8	26 *	29 18.0	28 *	18.6	29 *	33 19.6	32 *	20.5	34 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,880 21.7 (1) (OP)	40,300 51.8										
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					16,340 21.0	24,900 32.0		27.0*		31.0*		30.7*		33.3*		34.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					38 21.0	53 23.8	25.9	45 *	28.1	49 *	30.6	47 *		52 *	34.3	56 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					22,640 29.1								9,260 11.9			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					12,910 16.6	12.7*		16.6*		17.7*		17.8*		7,080 9.1		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 12.5	22 *	13.0	27 *	17.4	29 *	18.1	29 *	17.5	17 11.6	9.2	7.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,980 24.4		18,670 24.0		20,850 26.8				25,520 32.8			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					16,880 21.7		16,800 21.6		16,880 21.7	20.7*		22.6*	20,070 25.8	24.0*		27.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					37 21.1	22.4	36 21.2	21.9	35 20.2	34 *	22.0	36 *	46 23.3	41 *	27.9	52 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,800 21.6								9,180 11.8			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,260 11.9	12.0*		11.9*		11.9*		11.9*	6,380 8.2	8.0*		8.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 11.9	20 *	11.8	20 *	12.1	20 *	12.1	19 *	15 8.3	14 *	8.7	16 *
TV HOUSEHOLDS USING TV WK. 1		51.0	53.6	54.5	56.4	58.0	60.2	61.5	62.7	63.8	64.7	65.2	64.8	62.0	61.6	60.4	59.2
(See Def. 1) WK. 2		54.3	56.0	56.0	56.4	58.2	59.2	60.5	60.5	60.0	61.0	62.2	61.9	59.7	57.6	54.8	52.4

U.S. TV Households: 77,800,000

(1) WORLD SERIES PRE GAME #3, NBC, (S)

For explanation of symbols, See page A.

EVE.FRI. OCT.24, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT.18, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,760 25.4				20,150 25.9				18,360 23.6			
	ABC TV								LOVE BOAT SPECIAL (R)(OP)			LOVE BOAT (R)					FANTASY ISLAND (10:00-10:55PM) (R)(S)(OP)
	AVERAGE AUDIENCE (Households (000) & %)					14,000 18.0				16,880 21.7				15,250 19.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 14.6	15.5* 28 *		20.4* 36 *	20.9 20.3	20.9* 36 *	21.4 22.5	22.5* 38 *	20.2	19.9* 36 *	19.5	19.3* 36 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,480 19.9		19,680 25.3									
	CBS TV							TIM CONWAY SHOW (OP)									
	AVERAGE AUDIENCE (Households (000) & %)					12,910 16.6		10,740 13.8									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 16.5		24 16.8	13.5* 24 *	13.3 13.2	13.3* 23 *	13.2 13.3	13.2* 23 *	14.4	14.6* 26 *	14.7	14.7* 28 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,030 20.6								15,640 20.1			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,430 13.4								11,050 14.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 12.1	12.4* 23 *		13.2* 23 *	13.7	13.8* 24 *	14.2 14.3	14.2* 24 *	14.7	14.8* 26 *	13.9	13.6* 26 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					20,770 26.7				23,180 29.8				20,150 25.9			
	ABC TV								NASHVILLE PALACE			LOVE BOAT (OP)					FANTASY ISLAND (10:00-10:55PM) (S)(OP)
	AVERAGE AUDIENCE (Households (000) & %)					14,780 19.0				19,290 24.6				15,950 20.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 16.6	17.3* 17.9		20.7* 35 *	24.6 23.8	24.3* 40 *	25.3 25.2	25.3* 41 *	20.4	20.1* 35 *	21.2	21.1* 40 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,170 19.5		19,990 25.7									9,800 12.6
	CBS TV							TIM CONWAY SHOW (OP)									FIRST TIME SECOND TIME
	AVERAGE AUDIENCE (Households (000) & %)					12,680 16.3		12,760 16.4									8,250 10.6
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 16.5		28 16.1	15.7* 27 *	15.7	16.3* 27 *	16.3 16.5	16.3* 27 *	17.3	17.4* 30 *	10.8	10.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,220 24.7											
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,800 12.6											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 12.3	12.5* 12.7		13.0* 13.1	12.4	12.2* 20 *	11.8 11.8	11.8* 19 *	12.7	12.7* 22 *	13.6	13.5* 25 *
TV HOUSEHOLDS USING TV WK. 1		50.8	53.1	54.1	54.3	54.2	56.0	56.2	56.8	57.7	57.9	58.4	58.6	56.3	55.7	54.2	52.4
(See Def. 1) WK. 2		52.6	53.8	54.6	55.5	56.4	56.8	57.9	59.3	59.9	60.8	61.5	61.1	58.5	56.6	54.2	51.6
U.S. TV Households: 77,800,000																	

EVE.SAT. OCT.25, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT.18, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 6,920 8.9													
	ABC TV		{ ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,690 8.6													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ % 18 8.6													
E E K 2	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 7	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 8	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 9	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 10	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 11	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 12	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 13	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 14	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 15	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 16	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 17	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 18	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 19	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 20	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 21	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 22	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 23	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 24	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 25	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 26	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 27	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 28	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 29	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 30	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 31	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 32	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 33	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 34	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 35	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 36	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 37	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 38	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 39	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 40	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 41	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 42	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 43	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 44	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 45	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 46	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 47	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 48	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 49	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 50	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 51	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 52	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 53	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 54	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 55	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 56	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 57	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 58	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 59	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 60	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 61	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 62	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 63	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 64	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 65	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 66	TOTAL AUDIENCE (Households (000) & %)		{													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. OCT.25, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 15,640 20.1														{ 22,020 28.3																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
	ABC TV	THOSE AMAZING ANIMALS (OP)																ABC SUNDAY NIGHT MOVIE FUNNY LADY (9:00-10:30PM)(OP)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,410 12.1																{ 12,450 16.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{ 20 8.9	{ 9.5* 10.2			{ 14.7* 15.5								{ 16.5* 16.8			{ 16.5* 16.3	{ 16.0* 15.8	{ 17.2* 17.3	{ 29* 16.8																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 21,240 27.3														{ 12,760 16.4																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
	CBS TV	60 MINUTES (7:07-8:07PM)(OP)(-OP)																ARCHIE BUNKER'S PLACE (9:07-9:37PM)(R)(OP)(-OP)		ONE DAY AT A TIME (9:37-9:57PM)(R)(OP)(-OP)		ALICE (9:57-10:27PM)(R)(OP)(-OP)		JEFFERSONS (10:27-10:57PM)(R)(OP)(-OP)		JEFFERSONS(B) (10:57-11:27PM)(R)(OP)(-OP)		REAGAN FOR PRESIDENT-SUN (10:37-11:07PM)(OP)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
	AVERAGE AUDIENCE (Households (000) & %)	{ 13,380 17.2																{ 10,580 13.6																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{ 28 11.8	{ 12.4* 12.8			{ 20.0* 21.5												{ 13.3 13.7	{ 12.840 16.5	{ 13.620 17.5	{ 14.320 18.4	{ 12.760 16.4		{ 7.860 10.1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		

U.S. TV Households: 77,800,000

(1) WORLD SERIES GAME #5, NBC, KANSAS CITY VS PHILADELPHIA(4:28-7:38PM)

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.19, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W	TOTAL AUDIENCE (Households (000) & %)	{ 5,060 6.5															
	ABC TV	ABC WEEKEND REPORT-SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,900 6.3															
	SHARE OF AUDIENCE %	13															
E	AVG. AUD. BY ¼ HR. %	6.3															
	TOTAL AUDIENCE (Households (000) & %)	{ 5,130 6.6															
	CBS TV	CBS SUNDAY NEWS-BRADLEY (11:07-11:22PM)(OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,130 6.6															
K	SHARE OF AUDIENCE %	14															
	AVG. AUD. BY ¼ HR. %	6.3 6.9															
1	TOTAL AUDIENCE (Households (000) & %)	{ 3,500 4.5															
	NBC TV	(1) (S)(OP) DECISION '80-SUN (11:43-12:13AM) (-OP) NBC LATE NIGHT MOVIE LOVING YOU (12:13-2:10AM)(OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,880 3.7															
	SHARE OF AUDIENCE %	27.1 4.5 3.6 1.9 1.7 1.7 1.7 1.7 1.5 1.4 1.2 1.2															
W	AVG. AUD. BY ¼ HR. %	27.1 4.5 3.6 1.9 1.7 1.7 1.7 1.7 1.5 1.4 1.2 1.2															
	ABC TV	NFL FOOTBALL SPECIAL SAN DIEGO VS DALLAS (9:00-12:00AM)(-OP) ABC WEEKEND REPORT-SUN (12:40-12:55AM)(OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 16.1* 33 *															
	SHARE OF AUDIENCE %	16.1 16.1 16.0 15.3 14.1 12.5 4.4 3.5															
E	AVG. AUD. BY ¼ HR. %	16.1 16.1 16.0 15.3 14.1 12.5 4.4 3.5															
	TOTAL AUDIENCE (Households (000) & %)	{ 5,450 7.0															
	CBS TV	CBS SUNDAY NEWS-BRADLEY (11:12-11:27PM) (S)(OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,290 6.8															
K	SHARE OF AUDIENCE %	17															
	AVG. AUD. BY ¼ HR. %	7.0 6.8															
2	TOTAL AUDIENCE (Households (000) & %)	{ 3,660 4.7															
	NBC TV	DECISION '80-SUN NBC LATE NIGHT MOVIE COMEDY THEATRE (12:00-1:10AM) (SUSTAINING 1:16-1:44AM)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,800 3.6															
	SHARE OF AUDIENCE %	12 6 1.2* 5* 1.1*															
TV	AVG. AUD. BY ¼ HR. %	4.1 3.2 1.2 1.1 1.2 1.1 1.0 1.0															
	HOUSEHOLDS USING TV WK. 1	49.8	42.7	33.9	28.3	24.8	22.3	20.0	17.9	15.9	13.9	12.5	10.0	7.7	6.1	5.1	4.7
	(See Def. 1) WK. 2	45.2	38.9	33.3	28.0	24.4	21.6	19.7	16.7	14.3	12.0	10.5	9.0	7.8	6.8	6.0	5.1
	U.S. TV Households: 77,800,000																

(1) BIG EVENT, NBC, THE OUTLAW JOSIE WALES (R) (8:38-11:08PM)

For explanation of symbols, See page A.

EVE.SUN. OCT.26, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT.13-17, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			4,280 5.5				4,360 5.6									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (S)(OP) (PARTICIPATING)>									
	AVERAGE AUDIENCE (Households (000) & %)			3,420 4.4				3,730 4.8									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			26 4.3		4.4		26 4.7		4.7							
E E K 2	TOTAL AUDIENCE (Households (000) & %)	3,350 4.3		3,030 3.9								4,510 5.8		4,900 6.3			
	CBS TV	MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO						JEFFERSONS M-F		ALICE-M-F			
	AVERAGE AUDIENCE (Households (000) & %)	2,100 2.7		1,710 2.2								3,660 4.7		4,200 5.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	17 2.6		17* 2.8		12 1.8		10* 2.1		13* 2.3		26 4.5		29 5.1		5.5	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	4,820 6.2		5,210 6.7								1,950 2.5		1,870 2.4			
	NBC TV	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)								DAVID LETTERMAN-1		DAVID LETTERMAN-2 (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	3,660 4.7		4,360 5.6								1,560 2.0		1,630 2.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	28 4.5		30 5.4								11 2.1		11 2.0		2.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	3,970 5.1		4,590 5.9													
	ABC TV	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (S)(OP) (PARTICIPATING)>													
	AVERAGE AUDIENCE (Households (000) & %)	3,110 4.0		3,970 5.1													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	24 3.9		29 5.0		4.1		5.2									
E E K 2	TOTAL AUDIENCE (Households (000) & %)	2,880 3.7		3,420 4.4								4,430 5.7		4,750 6.1			
	CBS TV	MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO						JEFFERSONS M-F		ALICE-M-F			
	AVERAGE AUDIENCE (Households (000) & %)	1,950 2.5		2,020 2.6								3,660 4.7		4,050 5.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	16 2.4		15* 2.6		15 2.1		13* 2.5		16* 3.0		26 4.5		29 5.0		5.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	4,750 6.1		5,060 6.5								2,020 2.6		2,260 2.9			
	NBC TV	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (S)(OP) (PARTICIPATING)>								DAVID LETTERMAN-1		DAVID LETTERMAN-2 (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	3,660 4.7		4,120 5.3								1,560 2.0		1,790 2.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	28 4.6		30 5.5		4.8		5.0				11 2.1		13 2.0		2.3	
TV HOUSEHOLDS USING TV WK. 1		8.0	10.6	12.8	14.7	16.3	17.8	18.4	18.4	18.5	18.7	18.6	18.7	18.3	18.5	18.4	18.8
(See Def. 1) WK. 2		8.4	11.0	13.3	14.6	15.8	17.5	17.8	17.6	17.2	17.4	17.4	17.5	17.6	17.9	17.7	18.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT.20-24, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT.13-17, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,900 6.3				{ 5,520 7.1		{ 6,380 8.2		{ 9,020 11.6		{ 9,490 12.2		{ 9,490 12.2			
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE >(SUS-OP)>(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,500 4.5				{ 4,590 5.9		{ 5,370 6.9		{ 7,000 9.0		{ 7,390 9.5		{ 7,390 9.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 23 3.9				{ 22* 4.3		{ 25* 5.1		{ 33* 8.8*		{ 35* 9.3*		{ 35* 9.3*			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,370 6.9				{ 5,600 7.2		{ 5,520 7.1		{ 7,390 9.5		{ 7,240 9.3		{ 7,240 9.3			
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		SEARCH FOR TOMORROW >(S)(OP)		YOUNG AND THE RESTLESS >(S)(OP)		AS THE WORLD TURNS >(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,510 5.8				{ 4,820 6.2		{ 4,750 6.1		{ 5,760 7.4		{ 5,910 7.6		{ 5,910 7.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 32 5.6				{ 31 6.0		{ 25 5.9		{ 30 6.8		{ 31* 7.7*		{ 28* 7.4			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,030 3.9				{ 3,350 4.3		{ 2,570 3.3		{ 3,270 4.2		{ 5,210 6.7		{ 4,980 6.4			
	NBC TV	WHEEL OF FORTUNE				PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,570 3.3				{ 2,880 3.7		{ 2,180 2.8		{ 2,650 3.4		{ 3,890 5.0		{ 3,660 4.7			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 18 3.3				{ 18 3.5		{ 12 2.9		{ 14 3.4		{ 19 4.8*		{ 17 4.6*			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,520 7.1				{ 5,370 6.9		{ 5,910 7.6		{ 8,560 11.0		{ 9,180 11.8		{ 9,180 11.8			
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE (SUS-OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,580 4.6				{ 4,510 5.8		{ 4,900 6.3		{ 6,850 8.8		{ 7,000 9.0		{ 7,000 9.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 24 4.2				{ 23* 4.3		{ 27 6.0		{ 33* 8.2		{ 35* 9.2*		{ 34* 8.6			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,900 6.3				{ 5,450 7.0		{ 5,060 6.5		{ 7,240 9.3		{ 7,160 9.2		{ 7,160 9.2			
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		SEARCH FOR TOMORROW >(S)(OP)		YOUNG AND THE RESTLESS >(S)(OP)		AS THE WORLD TURNS >(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,120 5.3				{ 4,670 6.0		{ 4,360 5.6		{ 5,450 7.0		{ 5,760 7.4		{ 5,760 7.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 29 5.2				{ 30 5.8		{ 24 5.6		{ 29 6.6		{ 30* 7.4*		{ 28* 7.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,190 4.1				{ 3,500 4.5		{ 2,330 3.0		{ 3,270 4.2		{ 5,370 6.9		{ 4,430 5.7			
	NBC TV	WHEEL OF FORTUNE				PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD >(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,720 3.5				{ 2,880 3.7		{ 1,870 2.4		{ 2,720 3.5		{ 3,890 5.0		{ 3,350 4.3			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 19 3.3				{ 19 3.7		{ 11 2.5		{ 15 3.5		{ 20* 5.0		{ 16* 4.2			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2
		18.4	18.3	19.3	19.2	20.0	19.8	21.1	21.1	22.7	22.5	24.1	23.4	23.8	23.4	24.7	24.4
		25.8	24.9	26.8	26.0	26.3	26.0	26.3	26.2	26.3	25.9	27.3	27.0	27.9	27.0	28.4	27.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT.20-24, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT.13-17, 1980

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,740 13.8				4,200 5.4										10,190 13.1	
	ABC TV				GENERAL HOSPITAL (SUS-OP)			EDGE OF NIGHT >(S)(OP)				(S)(OP)					ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,790 11.3				3,730 4.8										8,950 11.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 38 10.9	11.1* 11.3		11.6* 11.7	16 4.9	4.7									22 11.3	11.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,160 9.2				3,970 5.1										11,980 15.4	
	CBS TV				GUIDING LIGHT (OP)			ONE DAY AT A TIME-M-F									CBS EVENING NEWS- CROWKITE
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,910 7.6				3,190 4.1										10,660 13.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 26 7.7	7.7* 7.7		7.6* 7.4	14 3.9	4.4									26 13.6	13.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,430 5.7														9,800 12.6	
	NBC TV				TEXAS >(S)(OP)			(S)(OP)									NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,350 4.3														8,790 11.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 15 10,430 13.4	4.3* 15		4.4* 14											23 10,110 13.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,560 11.0				4,200 5.4										8,870 11.4	
	ABC TV				GENERAL HOSPITAL >(SUS-OP)(S)(OP)			EDGE OF NIGHT >(S)(OP)									ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,560 11.0				4,200 5.4										8,870 11.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 37 10.4	10.7* 11.0		11.3* 11.4	18 5.4	5.3									22 11.0	11.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,390 9.5				3,730 4.8										11,900 15.3	
	CBS TV				GUIDING LIGHT >(S)(OP)			ONE DAY AT A TIME-M-F									CBS EVENING NEWS- CROWKITE
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,150 7.9				3,110 4.0										10,500 13.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 27 7.6	7.7* 7.7		8.0* 8.0	13 3.8	4.3									25 13.4	13.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,510 5.8														10,810 13.9	
	NBC TV				TEXAS >(S)(OP)												NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,420 4.4														9,650 12.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 15 4.1	4.3* 4.4		4.5* 4.5											24 12.1	12.6
TV HOUSEHOLDS USING TV WK. 1		28.5	29.6	30.4	31.3	30.2	31.8	32.5	34.5	35.8	37.9	40.0	42.7	46.1	49.1	50.9	52.7
(See Def. 1) WK. 2		28.3	29.4	30.4	30.9	29.7	30.9	31.5	33.2	35.1	38.0	40.1	43.2	47.2	50.6	52.1	53.9
U.S. TV Households: 77,800,000																	

For explanation of symbols, See page A.

DAY MON.-FRI. OCT.20-24, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 18, 1980

		TOTAL AUDIENCE (Households (000) & %) {																					
W E E K 1	ABC TV										3,110 4.0		4,590 5.9		6,070 7.8		5,840 7.5		5,990 7.7		6,540 8.4		
	AVERAGE AUDIENCE (Households (000) & %) {																						
	SHARE OF AUDIENCE %																						
	AVG. AUD. BY ¼ HR. %																						
		TOTAL AUDIENCE (Households (000) & %) {																					
		CBS TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		NBC TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		ABC TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		CBS TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		NBC TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		ABC TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		CBS TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		NBC TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		ABC TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		CBS TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		NBC TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		ABC TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		CBS TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		NBC TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		ABC TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		CBS TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		NBC TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		ABC TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		CBS TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		NBC TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		ABC TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		CBS TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		NBC TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY ¼ HR. %																					
		TOTAL AUDIENCE (Households (000) & %) {																					
		ABC TV																					
		AVERAGE AUDIENCE (Households (000) & %) {																					
		SHARE OF AUDIENCE %																					

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. OCT. 25, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 18, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
		DAY SAT. OCT. 18, 1980																
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,770 8.7		{ 5,520 7.1		{ 5,680 7.3		{ 5,910 7.6						{ 7,700 9.9				
	ABC TV	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS SCRUFFY, PART 3		AMERICAN BANDSTAND '80						ABC WIDE WORLD-SPORTS SAT (2:00-3:25PM)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,600 7.2		{ 4,670 6.0		{ 4,750 6.1		{ 3,110 4.0		{ 4.3* 15 *		{ 3.7* 12 *		{ 3,580 4.6		{ 4.7* 12 *		{ 4.4* 11 *
	SHARE OF AUDIENCE %	31		25		22		13		4.2		3.4		11		4.6		4.6
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,540 8.4		{ 5,840 7.5		{ 5,990 7.7		{ 6,300 8.1		{ 8,090 10.4		{ 4,670 6.0						
	CBS TV	ALL NEW POPEYE HOUR 2 (OP)		DRAK PACK (OP)		NEW FAT ALBERT SHOW (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		30 MINUTES						
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,820 6.2		{ 4,820 6.2		{ 5,130 6.6		{ 5,370 6.9		{ 6,850 8.8		{ 3,580 4.6						
	SHARE OF AUDIENCE %	25		23		23		24		26		13						
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,130 6.6		{ 4,750 6.1		{ 3,660 4.7		{ 3,730 4.8		{ 11,510 14.8		{ 30,500 39.2						
	NBC TV	BATMAN & SUPER 7 (OP)		BATMAN & SUPER 7 (OP)		JONNY QUEST (OP)		DRAWING POWER(B)		WORLD SERIES PRE GAME #4 (1:00-1:35PM) (OP)		WORLD SERIES GAME #4 PHILADELPHIA VS KANSAS CITY (1:35-4:35PM) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,200 5.4		{ 4,280 5.5		{ 3,030 3.9		{ 2,880 3.7		{ 8,400 10.8		{ 18,590 23.9		{ 15.8* 48 *		{ 21.0* 56 *		{ 23.8* 60 *
	SHARE OF AUDIENCE %	22		21		14		13		35		34 *		60		56 *		60 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,000 9.0		{ 7,470 9.6		{ 5,210 6.7		{ 18,830 24.2		{ 3.8				{ 3.8				
	ABC TV	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		NCAA FOOTBALL PRE GAME						NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES (12:30-3:52PM)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,840 7.5		{ 5,840 7.5		{ 3,970 5.1		{ 8,560 11.0		{ 8.0* 25 *		{ 10.6* 34 *		{ 11.4* 35 *		{ 11.1* 34 *		{ 12.6* 37 *
	SHARE OF AUDIENCE %	29		29		17		33		8.8		10.2		11.0		11.5		13.0
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,240 9.3		{ 7,470 9.6		{ 9,100 11.7		{ 9,260 11.9		{ 7,860 10.1		{ 6,610 8.5						
	CBS TV	ALL NEW POPEYE HOUR 2 (OP)		DRAK PACK (OP)		NEW FAT ALBERT SHOW (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		30 MINUTES						
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,760 7.4		{ 6,070 7.8		{ 7,780 10.0		{ 7,780 10.0		{ 6,770 8.7		{ 5,290 6.8						
	SHARE OF AUDIENCE %	28		28		33		32		27		21						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,150 7.9		{ 5,840 7.5		{ 6,770 8.7		{ 4,430 5.7										
	NBC TV	BATMAN & SUPER 7 (OP)		BATMAN & SUPER 7 (OP)		JONNY QUEST (OP)		DRAWING POWER										
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,980 6.4		{ 4,980 6.4		{ 5,520 7.1		{ 3,420 4.4										
	SHARE OF AUDIENCE %	24		23		24		14										
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	24.6	25.6	26.7	26.9	27.7	29.0	28.4	30.0	32.5	34.1	33.7	35.2	37.7	38.8	39.3	40.4
		WK. 2	26.8	26.9	27.0	29.0	29.8	30.6	30.7	32.4	31.7	32.6	33.1	33.2	33.0	34.4	35.5	36.3

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. OCT. 25, 1980

U.S. TV Households: 77,800,000
(1) NCAA FOOTBALL POST GAME, ABC, (6:37-7:00PM)

DAY SAT. OCT. 25, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 19, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV		WK. 1	2.4	3.2	4.4	5.8	7.4	9.9	11.8	13.6	16.1	18.2	19.0	21.0	22.3	23.0	23.1
(See Def. 1)		WK. 2	6.5	7.7	9.7	11.8	13.7	16.2	18.4	20.3	21.2	22.6	23.9	24.9	26.3	26.8	25.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. OCT. 26, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 19, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,110 4.0		2,720 3.5			3,660 4.7		1,790 2.3							
	ABC TV		KIDS ARE PEOPLE TOO !! (OP)		ANIMALS, ANIMALS, ANIMALS (OP)			ISSUES AND ANSWERS		COLLEGE FOOTBALL '80							
	AVERAGE AUDIENCE (Households (000) & %)	{	2,570 3.3		2,100 2.7			2,960 3.8		1,790 2.3							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	14 3.1		11 2.6			14 4.0		7 2.3							
K 2	TOTAL AUDIENCE (Households (000) & %)	{			3,190 4.1					8,480 10.9				25,130 32.3			
	CBS TV				FACE THE NATION					CBS NFL FOOTBALL PRE GAME				CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES ~ (1:00-7:07PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{			1,950 2.5					6,540 8.4				13,150 16.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%			10 2.3					30 7.3				43 14.6			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{						3,970 5.1		4,050 5.2				19,530 25.1			
	NBC TV							MEET THE PRESS		NFL '80-NBC				NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES ~ (1:00-4:42PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{						3,110 4.0		3,190 4.1				8,170 10.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%						16 4.0		15 3.7				27 8.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,660 4.7		2,650 3.4			4,280 5.5		3,030 3.9							
	ABC TV		KIDS ARE PEOPLE TOO !! (11:04-11:30AM) (OP)		ANIMALS, ANIMALS, ANIMALS (OP)			ISSUES AND ANSWERS		COLLEGE FOOTBALL '80							
	AVERAGE AUDIENCE (Households (000) & %)	{	2,960 3.8		2,020 2.6			3,350 4.3		2,100 2.7							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	14 3.6		9 2.5			15 4.2		8 4.4							
K 2	TOTAL AUDIENCE (Households (000) & %)	{			3,970 5.1					8,790 11.3				24,660 31.7			
	CBS TV				FACE THE NATION					CBS NFL FOOTBALL PRE GAME				CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES ~ (1:00-7:12PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{			3,110 4.0					6,690 8.6				12,530 16.1			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%			13 3.9					28 7.6				39 11.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{						5,370 6.9		6,380 8.2				24,350 31.3			
	NBC TV							MEET THE PRESS		NFL '80-NBC				NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES ~ (1:00-7:08PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{						4,590 5.9		5,060 6.5				14,390 18.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%						22 5.8		21 6.0				44 13.6			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	23.3	23.5	23.7	25.2	26.2	28.1	29.7	31.7	33.9	36.1	37.5	39.5	40.3	40.9	41.6
		WK. 2	26.3	27.3	28.5	28.7	28.0	29.3	31.7	33.9	35.9	37.2	38.4	40.5	41.7	43.2	44.3

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. OCT. 26, 1980

U.S. TV Households: 77,800,000
(1) WORLD SERIES PRE GAME #5, NBC, (4:12-4:28PM)(S)

For explanation of symbols, See page A.

DAY SUN. OCT.26, 1980

WEEK 2

A-39 U.S. TV HOUSEHOLDS: 77,800,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL TV AUDIENCE ESTIMATES										OTHER PROGRAM									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING FRIDAY-CONT'D																			
ABC ABC FRIDAY NIGHT MOVIE-CONT'D																			
ABC ANDERSON COMMITTEE 5(S)				2	10.56-11.00PM	10.15													
CBS REAGAN FOR PRES.-FRI(S)				2	10.56-11.00PM	10.45													
CBS REAGAN FOR PRESIDENT-FRI(S)				1	10.56-11.00PM	10.45													
NBC WORLD SERIES GAME #3(S)				1	8.15-12.00MD	10.45	11,440	14.7	10,350	13.3	23	13.3							
							40,300	51.8	24,900	32.0	53								
NBC ANDERSON POLITICAL-FRI.(S)				2	10.55-11.00PM	10.45													
EVENING SATURDAY																			
ABC ABC NEWSBRIEF-SAT.				1	8.58- 8.59PM	8.45	15,870	20.4	15,870	20.4	36	20.4							
				2	9.58- 9.59PM	9.45													
ABC CARTER/MONDALE COMM. 2(S)				2	10.56-11.00PM	10.45													
ABC REAGAN/BUSH COMM. 3(S)				1	10.56-11.00PM	10.45	14,700	18.9	13,300	17.1	33	17.1							
CBS NEWSBREAK-SAT.					8.28- 8.29PM	8.15	10,890	14.0	10,890	14.0	25	14.0							
CBS J.CARTER FOR PRES.-3(S)				2	10.24-10.29PM	10.15													
																		</	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL TV AUDIENCE ESTIMATES										OTHER PROGRAMS									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING SUNDAY-CONT'D																			
CBS NEWSBREAK-SUN.	1	9.05- 9.06PM	9.00	11,980	15.4	11,980	15.4	23	15.4										
	2	9.08- 9.09PM	9.00																
CBS JEFFERSONS	1	9.37-10.07PM	-GRID 10.00	15,870	20.4	14,320	18.4	28		14,550	18.7	14,550	18.7	28	18.7				
CBS ALICE	2	10.12-10.42PM	-GRID 10.30						19.0										
CBS JEFFERSONS(B)	1	10.07-10.37PM	-GRID 10.30	13,770	17.7	12,760	16.4	26		13,690	17.6	12,210	15.7	26	14.9				
CBS JEFFERSONS	2	10.42-11.08PM	-GRID 11.00						16.0										
CBS REAGAN FOR PRESIDENT-SUN(S)	1	10.37-11.07PM	-GRID 11.00	10,810	13.9	7,860	10.1	18		12,600	16.2	10,810	13.9	27	14.3				
CBS J.CARTER FOR PRES.-4(S)	2	11.08-11.12PM	11.00						9.8										
NBC WORLD SERIES GAME #5(S)	1	4.28- 7.38PM	-GRID 7.30	38,430	49.4	24,900	32.0	60	28.2	10,660	13.7	9,800	12.6	28	12.6				
NBC CHIPS	1	7.38- 8.38PM	-GRID 8.30	27,540	35.4	19,760	25.4	41	29.2										
NBC NBC NEWS UPDATE-SUN.	2	8.56- 8.57PM	8.45							16,490	21.2	16,490	21.2	31	21.2				
	1	9.14- 9.15PM	9.00	20,540	26.4	20,540	26.4	40	26.4										
NBC REAGAN POLITICAL-SUN(S)	1	11.08-11.13PM	11.00	15,090	19.4	13,150	16.9	33	16.9										
NBC DECISION '80-SUN	1	11.43-12.13AM	-GRID 12.00	3,500	4.5	2,880	3.7	12	3.7										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F	>	8.45 9.45 10.00		12,450	16.0	12,910	16.6	25	21.5 13.5 16.1	13,150	16.9	13,230	17.0	26	18.2 16.4				
ABC ABC NEWS:NIGHTLINE T-TH	>	11.30 11.45		6,460	8.3	5,600	7.2	19	7.6 6.8	7,080	9.1	6,070	7.8	21	8.1 7.2				
ABC FRIDAYS	11.30-12.40AM	11.30 11.45 12.00 12.15 12.30		8,480	10.9	4,750	6.1 6.1* 6.2 6.4 6.1 5.9	15 12* 17*	6.1 6.2 6.4 6.1 5.9	9,260	11.9	5,450	7.0 8.0* 6.7*	22 21* 23*	8.4 7.7 7.4 6.0 4.9				
ABC CHARLIE'S ANGELS-11.30	1	11.50-12.59AM	11.45	4,360	5.6	2,960	3.8	16	4.5	5,840	7.5	3,810	4.9	22	5.6				
	2	11.50-12.58AM	11.45 12.00 12.15 12.30 12.45												4.8 4.8 4.8 4.8 4.4				
ABC LOVE BOAT-11.30	1	11.51-12.59AM	11.45	5,840	7.5	4,360	5.6	22	5.7	6,150	7.9	4,280	5.5	24	5.2				
	2	11.51- 1.00AM	11.45 12.00 12.15 12.30 12.45												5.8 5.6 5.7 5.2				

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL TV AUDIENCE ESTIMATES											OTHER PROGRAMS												
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1										WEEK 2									
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS						
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %										
EVENING MONDAY-FRIDAY-CONT'D																							
ABC TUESDAY MOVIE-WEEK-PART 1	1	11.55- 1.06AM	11.45	4,120	5.3	2,650	3.4	16	4.0	TUE.	5,060	6.5	3,270	4.2	17	4.3	TUE.						
	2	11.54- 1.05AM	11.45																				
			12.00																				
			12.15																				
			12.30																				
ABC ABC NEWS:NIGHTLINE MON	1	12.19-12.39AM	12.15	4,050	5.2	3,580	4.6	22	4.9	MON.	4,900	6.3	4,360	5.6	30	6.5	MON.						
	2	12.43- 1.08AM	12.30																				
			12.45																				
			1.00																				
			1.00																				
ABC POLICE WOMAN-THU.	1	12.59- 1.14AM	12.45	2,100	2.7	2,100	2.7	16	2.9	THU.													
			1.00																				
ABC POLICE WOMAN-WED.	1	1.14- 2.07AM	(SUS)	3,270	4.2	2,720	3.5	23	3.5	WED.													
	1	12.59- 1.30AM	12.45																				
			1.00																				
ABC REAGAN/BUSH COMM. 4(S)	1	1.30- 2.08AM	(SUS)						3.4	WED.													
	2	12.58- 1.02AM	12.45																				
			1.00																				
ABC ANDERSON COMMITTEE 3(S)	2	1.00- 1.04AM	1.00								2,800	3.6	2,650	3.4	23	3.4	WED.						
	2	1.02- 1.43AM	1.00																				
ABC POLICE WOMAN-THU.			1.15								2,570	3.3	2,020	2.6	21	2.9	THU.						
			1.30																				
ABC POLICE WOMAN-WED.	2	1.43- 2.11AM	(SUS)																				
	2	1.04- 1.36AM	1.00																				
			1.15								2,410	3.1	2,020	2.6	20	2.8	WED.						
			1.30																				
ABC TUESDAY MOVIE-WEEK PART 2(SUS)	2	1.36- 2.13AM	(SUS)																				
	1	1.06- 2.06AM	1.00																				
ABC TUESDAY MOVIE-WEEK-PART 2	2	1.05- 1.24AM	1.00								2,330	3.0	2,100	2.7	19	2.8	TUE.						
			1.15																				
CBS NEWSBREAK-M-F	2	1.24- 2.03AM	(SUS)																				
	1	>	8.15																				
CBS CAMPAIGN COUNTDOWN-WED(S)	2	>	8.45	11,360	14.6	11,360	14.6	22	16.3	M-F	12,060	15.5	12,060	15.5	24	15.5	M-F						
	1	11.30-12.01AM	11.30																				
CBS CARTER FOR PRES.-11.30P(S)	2	11.30-12.00MD	11.30	4,670	6.0	3,500	4.5	12	5.0	WED.	5,760	7.4	4,820	6.2	19	6.9	WED.						
			11.45																				
			12.00																				
CBS CBS NEWS SPEC. RPT-11.36P(S)	1	11.30-11.34PM	11.30	4,590	5.9	4,120	5.3	13	5.3	TUE.													
	1	11.36-12.04AM	11.30																				
			11.45	4,750	6.1	3,730	4.8	14	5.0	TUE.													
			12.00																				
CBS J.CARTER FOR PRES.-2(S)	2	11.30-11.34PM	11.30						4.5	TUE.	8,250	10.6	7,080	9.1	26	9.1	THU.						
		>	11.30																				
CBS LATE MOVIE I CONT'D				6,540	8.4	4,280	5.5	20	7.7	M-F	6,300	8.1	3,970	5.1	18	6.2	M-F						

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OTHER PROGRAMS

				WEEK 1							WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	
				HOUSEHOLDS		HOUSEHOLDS	SHARE			HOUSEHOLDS		HOUSEHOLDS	SHARE					
				(000)	%	(000)	%	%	%	(000)	%	(000)	%	%	%	%	%	
EVENING MONDAY-FRIDAY-CONT'D																		
CBS LATE MOVIE I-CONT'D																		
			11.45					7.5*	19*	7.3	MTTHF							
			12.00							5.5	M-F			6.1*	16*	6.0	MTUTHF	
			12.15							5.0	M-F					5.2	M-F	
			12.30					5.3*	19*	5.0	M-F			4.9*	18*	4.7	M-F	
			12.45							4.9	M-F					4.5	M-F	
			1.00					4.5*	20*	4.4	M-F			3.4*	18*	3.5	M-F	
			1.15							4.0	TUWF					3.2	WED.	
			1.15					6.0*	27*	4.5	TUWF							
	1	12.37-12.45AM	(SUS)															
	2	1.12- 2.10AM	(SUS)															
CBS REAGAN FOR PRES.-11.30PM(S)	2	11.30-11.34PM	11.30															
CBS LATE MOVIE II		>	12.30	3,110	4.0	2,490	3.2	23		3.8	MTUTH	3,810	4.9	3,420	4.4	10	4.4	TUE.
			12.45							4.0	M & TH	3,270	4.2	2,650	3.4	20	3.7	MTUTHF
			1.00							4.0	MTUTH				2.8*	12*	3.4	MTUTHF
			1.15					3.9*	28*	3.0	MTUTH					3.5	MTUTHF	
			1.30							2.0	TUE.				3.4*	24*	3.3	MTUTHF
			1.45					1.9*	18*	1.8	TUE.					2.7	TUE.	
			2.00							1.5	TUE.							
		VARIOUS TIMES	(SUS)															
NBC NBC NEWS UPDATE-M-F	1	>	8.00	15,870	20.4	15,870	20.4	33		21.4	M-F	14,550	18.7	16,490	21.2	33	27.6	M-F
	2	>	8.15							22.7	TUE.						18.2	MWTH
			8.45							18.4	M & TH							
			9.00													11.0	FRI.	
NBC TONIGHT SHOW		>	11.30	8,710	11.2	5,760	7.4	29		8.4	M-F	8,560	11.0	5,060	6.5	22	8.2	M-F
			11.45							7.8	M & TH				7.6*	22*	7.0	MWTHF
			12.00							8.2	M-TH						6.1	M-F
			12.15					7.1*	28*	7.3	M-TH				5.5*	21*	5.7	M-F
			12.30							8.2	TUWF						7.1	TUE.
			12.45					7.6*	33*	6.9	TUWF				6.5*	31*	5.9	TUE.
			1.00							6.1	TUWF						4.6	TUE.
			1.15					6.9*	29*	6.4	TUWF							
NBC MIDNIGHT SPECIAL	2	12.30- 2.00AM	12.30									5,210	6.7	2,410	3.1	17	4.2	FRI.
			12.45												3.9*	17*	3.6	FRI.
			1.00														3.3	FRI.
			1.15												3.2*	18*	3.0	FRI.
			1.30														2.3	FRI.
			1.45												2.2*	16*	2.1	FRI.
NBC TOMORROW SHOW-1		>	12.30	3,500	4.5	3,030	3.9	24		4.3	M-TH	2,960	3.8	2,490	3.2	19	3.7	M-TH
			12.45							4.1	M & TH						3.2	MWTH
			1.00							4.3	TU & W							
			1.15							3.7	TU & W						3.0	TUE.
			1.30							3.0	TU & W						2.3	TUE.
NBC TOMORROW SHOW-2		>	1.00	2,650	3.4	1,790	2.3	21		3.4	M-TH	2,330	3.0	1,560	2.0	18	2.7	M-TH
			1.15							2.7	M & TH				2.5*	18*	2.4	MWTH
			1.30							2.4	M-TH						2.0	M-TH
			1.45					2.2*	20*	2.2	M-TH				1.8*	17*	1.9	M-TH
			2.00							2.2	TU & W						2.0	TUE.
			2.15					2.0*	23*	1.7	TU & W				1.7*	21*	1.3	TUE.
			2.30							1.5	TU & W						1.0	TUE.
			2.45														.7	TUE.
CONT'D																		

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				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS	%	HOUSEHOLDS	%	SHARE			%	%	HOUSEHOLDS	%	SHARE			%	%
				(000)		(000)					(000)		(000)		(000)				
EVENING MONDAY-FRIDAY-CONT'D																			
NBC TOMORROW SHOW-2-CONT'D		VARIOUS TIMES (SUS)																	
NBC MIDNIGHT SPECIAL	1	1.30- 3.00AM	1.30 1.45 2.00 2.15 2.30 2.45	5,990	7.7	3,030	3.9	28	5.0	FRI.									
							4.8*	26*	4.5	FRI.									
									4.1	FRI.									
							3.8*	29*	3.5	FRI.									
									3.3	FRI.									
							3.1*	34*	2.9	FRI.									
DAY MONDAY-FRIDAY																			
ABC ANDERSON COMMITTEE 2(S)	2	8.56- 9.00AM	8.45																
ABC CARTER/MONDALE COMM 1(S)	2	8.56- 9.00AM	8.45								4,120	5.3	3,890	5.0	29	5.0	WED.		
ABC CARTER/MONDALE COMM. 3(S)	1	8.56- 9.00AM	8.45	3,190	4.1	2,720	3.5	20	3.5	WED.	3,890	5.0	3,500	4.5	26	4.5	MON.		
ABC REAGAN/BUSH COMM. 2(S)	1	8.56- 9.00AM	8.45	3,730	4.8	3,350	4.3	24	4.3	FRI.									
ABC REAGAN/BUSH COMM. 5(S)	2	8.56- 9.00AM	8.45																
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45								4,200	5.4	3,890	5.0	25	5.0	FRI.		
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,000	9.0	6,770	8.7	33	8.7	M-F									
ABC CARTER/MONDALE COMM. 4(S)	1	2.54- 3.00PM	2.45	8,950	11.5	8,010	10.3	37	10.3	M-F	6,920	8.9	6,610	8.5	32	8.5	M-F		
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45																
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45																
ABC REAGAN/BUSH COMM. 3(S)	2	3.54- 4.00PM	3.45								7,940	10.2	6,920	8.9	29	8.9	THU.		
ABC ANDERSON COMMITTEE 4(S)	2	4.26- 4.30PM	4.15								3,030	3.9	2,720	3.5	11	3.5	FRI.		
ABC CARTER/MONDALE COMM. 2(S)	1	4.26- 4.30PM	4.15	5,990	7.7	5,600	7.2	24	7.2	TUE.									
ABC REAGAN/BUSH COMM 1(S)	2	4.26- 4.30PM	4.15								4,120	5.3	3,660	4.7	16	4.7	TUE.		
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.30- 5.30PM	4.30 4.45 5.00 5.15	10,500	13.5	7,700	9.9	29	8.9	WED.									
							9.1*	28*	9.3	WED.									
									10.5	WED.									
							10.7*	30*	10.9	WED.									
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30																
CBS SUNRISE SEMESTER MWF(SUS)		6.30- 7.00AM	6.30																
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	4,590	5.9	4,430	5.7	28	5.7	M-F	4,590	5.9	4,360	5.6	27	5.6	M-F		
CBS J.CARTER FOR PRES.-1(S)	2	12.55-12.59PM	12.45								5,290	6.8	5,130	6.6	27	6.6	WED.		
CBS REAGAN FOR PRES.-12.55PM(S)	1	12.55-12.59PM	12.45	5,450	7.0	5,290	6.8	28	6.8	FRI.									
CBS CARTER FOR PRES.-1.54PM(S)	1	1.54- 1.59PM	1.45	5,600	7.2	4,750	6.1	25	6.1	TUE.									
CBS REAGAN FOR PRES.-THU(S)	2	1.54- 1.59PM	1.45								5,910	7.6	5,060	6.5	26	6.5	THU.		
CBS CARTER FOR PRES.-2.54PM(S)	1	2.54- 2.59PM	2.45	6,150	7.9	5,680	7.3	26	7.3	THU.									
CBS ANDERSON FOR PRES.-TUE 2(S)	2	3.53- 3.57PM	3.45								5,840	7.5	5,370	6.9	23	6.9	TUE.		
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,820	6.2	4,590	5.9	19	5.9	M-F	4,980	6.4	4,750	6.1	20	6.1	M-F		
NBC CARTER/MONDALE POLIT.-THU(S)	2	8.55- 9.00AM	8.45								3,660	4.7	3,420	4.4	26	4.4	THU.		
NBC REAGAN/BUSH POLITICAL-TUE(S)	2	8.55- 9.00AM	8.45								3,810	4.9	3,660	4.7	27	4.7	TUE.		
NBC NBC NEWS UPDATE 10:58AM(SUS)		10.58-10.59AM	10.45																
NBC CARTER/MONDALE POLIT.-MON(S)	2	2.55- 3.00PM	2.45								2,960	3.8	2,720	3.5	13	3.5	MON.		
NBC CARTER/MONDALE POLIT.-WED(S)	1	3.55- 4.00PM	3.45	4,430	5.7	3,660	4.7	16	4.7	WED.									

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
NBC REAGAN/BUSH POLITICAL-WED(S)	2	3.55- 4.00PM	3.45														
NBC SPECIAL TREAT(S)	1	4.00- 5.00PM	4.00	6,610	8.5	3,420	4.4	13	4.6	TUE.	3,350	4.3	2,800	3.6	12	3.6	WED.
			4.15				4.2*	13*	3.8								
			4.30						4.1								
			4.45				4.5*	13*	5.0	TUE.							
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.56AM		8.56- 8.59AM	8.45	3,730	4.8	3,420	4.4	23	4.4		3,270	4.2	2,960	3.8	17	3.8	
ABC SCHOOLHOUSE ROCK-9.26AM		9.26- 9.29AM	9.15	4,590	5.9	4,360	5.6	25	5.6		4,590	5.9	4,430	5.7	29	5.7	
ABC SCOOPY & SCRAPPY DOO-1(S)		9.30- 9.58AM	+GRID 9.45	5,840	7.5	5,210	6.7	29	6.9		6,300	8.1	5,370	6.9	26	7.4	
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	5,290	6.8	4,670	6.0	27	6.0		5,910	7.6	5,520	7.1	23	7.1	
ABC DEAR ALEX & ANNIE(B)	2	11.55-11.59AM	11.45								5,910	7.6	5,210	6.7	25	6.7	
ABC DEAR ALEX & ANNIE-11.55AM	1	11.55-11.59AM	11.45	5,290	6.8	4,430	5.7	23	5.7								
ABC ANDERSON COMMITTEE(S)	1	3.25- 3.29PM	3.15	3,660	4.7	3,270	4.2	10	4.2		4,820	6.2	4,590	5.9	16	6.1	
ABC NCAA FOOTBALL POST(B)	2	3.20- 3.35PM	3.15													5.5	
			3.30														
ABC NCAA FOOTBALL GAME	1	3.45- 6.37PM	+GRID 6.30	17,740	22.8	7,160	9.2	21	11.4								
ABC NCAA FOOTBALL POST 2	2	6.52- 7.00PM	6.45								10,810	13.9	7,940	10.2	21	10.2	
CBS SUNRISE SEMESTER SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,490	3.2	2,020	2.6	20	2.6		2,410	3.1	2,260	2.9	24	2.9	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,890	5.0	3,730	4.8	27	4.8		4,120	5.3	3,890	5.0	28	5.0	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	5,600	7.2	5,520	7.1	31	7.1		6,380	8.2	5,910	7.6	34	7.6	
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45	7,080	9.1	6,850	8.8	36	8.8		8,480	10.9	7,940	10.2	39	10.1	
			10.00						8.8							10.2	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,520	7.1	5,210	6.7	27	6.7		6,150	7.9	5,910	7.6	28	7.6	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,060	6.5	4,590	5.9	23	5.9		5,600	7.2	5,210	6.7	25	6.7	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,520	7.1	4,980	6.4	24	6.4		6,610	8.5	6,150	7.9	27	7.9	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	5,680	7.3	5,370	6.9	24	6.9		7,860	10.1	7,550	9.7	32	9.7	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	6,070	7.8	5,840	7.5	25	7.5		8,090	10.4	7,700	9.9	31	9.9	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	6,610	8.5	6,070	7.8	23	7.8		7,080	9.1	6,220	8.0	25	8.0	
CBS ANDERSON FOR PRES.-SAT 4(S)	2	5.54- 5.59PM	5.45								7,390	9.5	6,690	8.6	19	8.6	
CBS CARTER FOR PRES.-5.55PM(S)	1	5.55- 5.59PM	5.45	6,540	8.4	5,910	7.6	18	7.6								
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	2,570	3.3	2,410	3.1	26	3.1		2,410	3.1	2,410	3.1	29	3.1	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,890	5.0	3,810	4.9	28	4.9		3,580	4.6	3,350	4.3	26	4.3	
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	4,430	5.7	4,430	5.7	26	5.7		3,890	5.0	3,730	4.8	23	4.8	
NBC ASK NBC NEWS-9:58AM		9.58-10.00AM	9.45	4,820	6.2	4,750	6.1	26	6.1		3,810	4.9	3,730	4.8	19	4.8	
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	4,980	6.4	4,750	6.1	26	6.1		4,200	5.4	3,970	5.1	18	5.1	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	5,210	6.7	4,900	6.3	26	6.3		5,210	6.7	5,060	6.5	24	6.5	
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	4,120	5.3	4,120	5.3	21	5.3		5,600	7.2	5,290	6.8	25	6.8	

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %
DAY SATURDAY-CONT'D															
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	4,590	5.9	4,430	5.7	22	5.7		5,910	7.6	5,450	7.0	24
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	3,190	4.1	2,960	3.8	13	3.8		5,370	6.9	5,130	6.6	22
NBC WORLD SERIES PRE GAME #4(S)	1	1.00- 1.35PM	+GRID 1.30	11,510	14.8	8,400	10.8	35	13.6						
NBC WORLD SERIES GAME #4(S)	1	1.35- 4.36PM	+GRID 4.30	30,500	39.2	18,590	23.9	60	25.9						
DAY SUNDAY															
ABC KIDS ARE PEOPLE TOO I	2	10.30-11.04AM	+GRID 11.00								3,660	4.7	2,570	3.3	13
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,800	3.6	2,570	3.3	14	3.3						3.5
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,260	2.9	2,260	2.9	12	2.9		3,110	4.0	2,960	3.8	14
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	540	.7	540	.7	8	.7		2,410	3.1	2,260	2.9	10
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	470	.6	470	.6	5	.6		470	.6	390	.5	3
NBC WORLD SERIES PRE GAME #5(S)	1	4.12- 4.28PM	+GRID 4.15	16,800	21.6	16,030	20.6	42	20.8		700	.9	700	.9	5
NBC NFL FOOTBALL POST-NBC	2	4.34- 4.41PM	4.30								11,980	15.4	10,270	13.2	29